

LIFE



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FOR HOLLYWOOD

AUGUST 15, 1949 **20** CENTS
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easiest pen in the world to fill



Identified by the
WHITE DOT OF DISTINCTION

Exclusive Pneumatic Down-stroke Filler



SENTINEL DELUXE THREESOME
Pen, \$15.00—Pencil, \$5.00
Stratowriter Ballpoint, \$10.00
Complete Set, \$30.00; no fed. tax
Available in Green, Blue, Brown, Black

STATESMAN THREESOME
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Complete Set, \$21.00; no fed. tax
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Skrip makes any pen write better, last longer.
Permanent or Washable. Exclusive top-well bottle
makes pen filling quick, clean, easy!

No other pen can offer so much...no pen in the world can match it! Truly new—excitingly different—outstandingly better. Sheaffer's amazing Touchdown with its new, exclusive pneumatic filler is the first pen—the only pen that empties, cleans, refills completely at a single, light, finger-stroke! Touchdown is the only pen that provides the giant, hand-ground 14K gold point that gives you the ultimate in smooth-writing performance. And only Sheaffer's gives you the perfect balance of beauty and design that makes Touchdown the easiest pen to write with—the most beautiful pen to own! See Touchdown at your Sheaffer dealer's.

W. A. Sheaffer Pen Company
Fort Madison, Iowa and Malton, Ontario, Canada

SHEAFFER'S
WHITE DOT OF DISTINCTION

AMERICA'S First CHOICE!
(by actual sales records*)

**BACK TO
SCHOOL**

STUDENTS! Go back to school with the very best. In the complete Sheaffer line of quality writing instruments, you'll find the exact equipment for every purpose—priced to fit every purse. Sheaffer pens begin at only \$3.75.

*Based on latest annual report.

A gift means much more when it's made by Sheaffer's

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DENTISTS WARN YOUTH: GUARD YOUR GUMS

America's top dental authorities issue this timely warning: *you can't have healthy teeth without healthy gums.* They urge you to start fighting gum troubles and guarding your teeth while you are still young!

Let your dentist be your guide. See him regularly. Follow his advice about the care of your gums and teeth both. And remember—Ipana is the tooth paste more dentists recommend and use than any other!

Take this Most Important Step to Save Your Teeth!

"Most tooth loss comes from gum troubles," say dentists. So guard your gums as well as your teeth—this dentist-approved Ipana way!*

Think of the pain, expense and embarrassment it can cost you to lose just one tooth!

Then think of this: *dental authorities say more than half of all tooth losses today come from gum troubles.* You've far more chance of tooth loss from ailing gums than all other causes combined. And gum troubles can hit anyone, even healthy teen-agers, with little warning!

That's why the most effective step you can take to save your teeth is to guard your gums. That's why tooth

brushing alone—with any dentifrice—is not enough. To be complete, your daily dental routine must provide effective care for your teeth and gums *both*!

Ipana dental care does just that.* No other paste or powder can clean your teeth better and brighter than Ipana. And Ipana is the *only* leading tooth paste specially designed to aid the health of your gums, too! *For Ipana's unique formula actually stimulates circulation—helps promote healthier gums.*

THIS MOTHER PROTECTS HER FAMILY'S SMILES THE IPANA WAY!



Pretty Mrs. Jean Brouard, her daughter Evin and son Roger, of Noroton Heights, Conn., take no chances with halfway dental care. As a successful fashion model and mother, Mrs. Brouard knows the importance of firm, healthy

gums to sound teeth and a sparkling smile. So she sees that her whole family follows the Ipana way to healthier gums and brighter teeth *both*—because dentists say it works! Give your family these benefits. Get Ipana Tooth Paste today.

NATIONWIDE REPORTS: DENTISTS SAY THE IPANA WAY WORKS!



In thousands of recent reports from dentists all over the country, 8 out of 10 dentists say the Ipana way not only promotes brighter teeth, but healthier gums as well. What better evidence that Ipana dental care is *doubly* effective? Try it—see what it can do for your teeth and gums!

HERE'S ALL YOU DO—EASY AS 1, 2:



*The Ipana way is simple. **1.** Between regular visits to your dentist, brush all tooth surfaces with Ipana at least twice a day. (This helps remove dulling, bacteria-trapping coating that invites decay. Leaves your teeth cleaner, brighter.) **2.** Then massage gums the way your dentist advises. (Ipana's unique formula is specially designed to stimulate circulation—promote healthier gums. You can feel the invigorating tingle!)

HEALTHIER GUMS, CLEANER TEETH—

IPANA for Both!

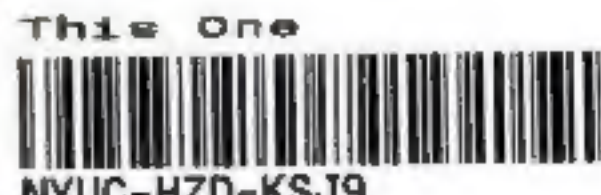


AND REFRESHING IPANA LEAVES MY BREATH CLEANER, MY MOUTH FRESHER, TOO!



Product of Bristol-Myers

P.S. For correct brushing use the DOUBLE DUTY Tooth Brush with the twist in the handle. 1000 dentists helped design it!



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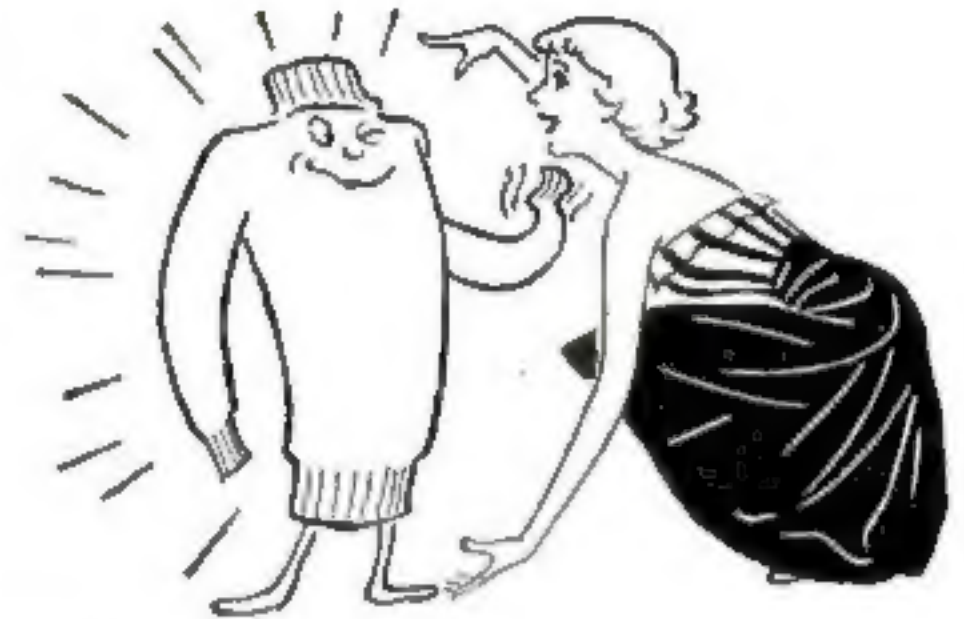
Now! The "SANFORIZED" people bring you "SANFORLAN" for wool!



1. The "SANFORIZED" trade-mark—it's wonderful on cottons. You'll avoid troubles like this!



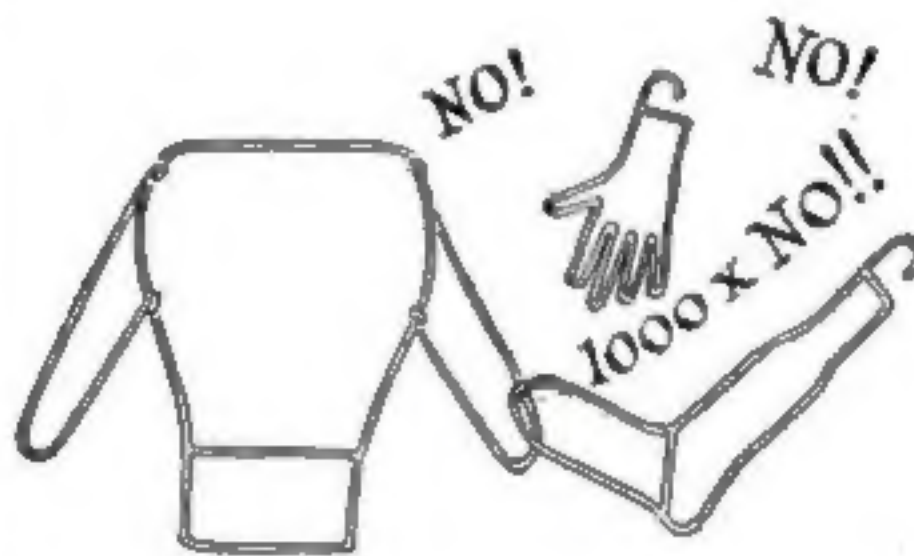
2. Now—the "SANFORIZED" people bring you the "SANFORLAN" trade-mark for *woolens*!



3. Washing after washing, "SANFORLAN"-labeled woolens will keep their fit perfectly.



4. And every washing is so much easier, so much quicker!



5. A "SANFORLAN"-labeled garment needs no boards, no stretchers, no frames!



6. And comes out of the tub so soft... so fleecy... so downy!



7. To be sure of woolens that won't mat, won't shrink out of fit...



8. Ask to see the "SANFORLAN" trade-mark whenever you buy woolens!

9. Now you can see "SANFORLAN" on sweaters, hosiery, sports shirts, robes, slacks, skirts, mittens, infants' and children's wear, and yard goods. Soon you'll see it on many other wool items.

For wool garments that
won't shrink out of fit
...look for



Clont, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen articles which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.



"Yes, Bill, I'd love to go"

The value of the telephone isn't just the calls you make. Sometimes the calls you receive are even more important. You'd miss a lot if the telephone wasn't there.

JUST on the calls you make, the telephone's a big bargain in convenience, security, success and good times. When you add the calls you receive, it's an even bigger value.

Telephone rates are still low. The increases granted so far, plus those now requested, are much less than increases in most other things in recent years. Matter of fact, they average only a penny or so per call.

BELL TELEPHONE SYSTEM





SOFT!

FOR PAMPERING TENDER SKIN, NO OTHER TISSUE IS "JUST LIKE" KLEENEX. GENTLE, ABSORBENT KLEENEX TISSUES SOOTHE SUN-BAKED SHOULDERS... THANKS TO THAT GENTLE PROCESS THAT KEEPS KLEENEX HEAVENLY SOFT



STRONG!

WANT AN EXTRA SOFT TISSUE THAT CAN TAKE PLENTY OF PUNISHMENT? THEN INSIST ON KLEENEX. PERFECTLY BALANCED, KLEENEX GIVES THE JUST-RIGHT SOFTNESS AND STRENGTH YOU NEED



POPS UP!



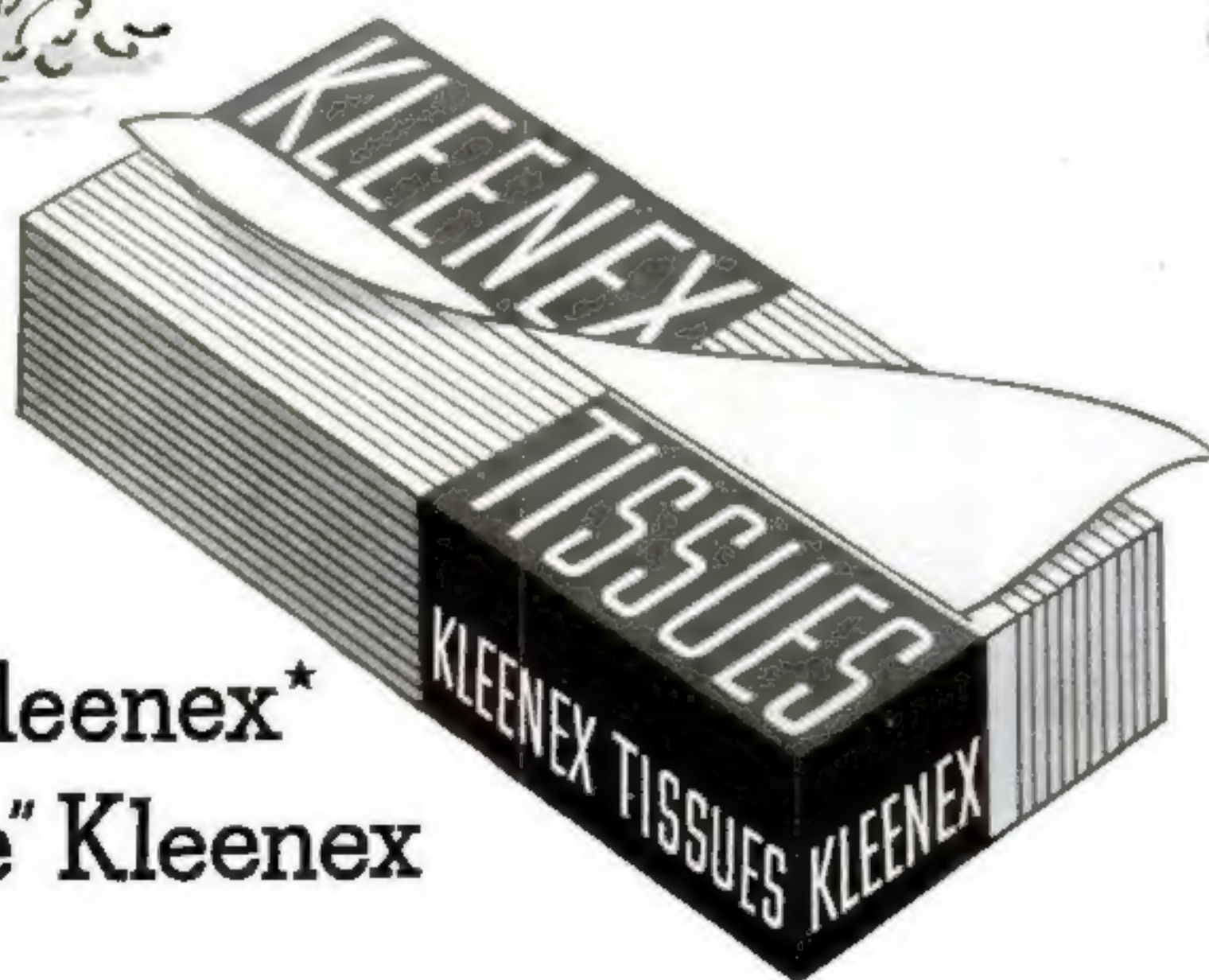
YOU DON'T HAVE TO "FISH" FOR TISSUES. WITH THAT ONE-AND-ONLY KLEENEX BOX YOU CAN PULL JUST ONE DOUBLE TISSUE (NOT A HANDFUL) AND THE NEXT POPS UP READY TO USE



YOUR BEST BUY IN TISSUES!



YOU CAN SEE AND FEEL THE QUALITY IN SMOOTH, SNOW-WHITE KLEENEX. COMPARE-AND DISCOVER HOW MANY WAYS THIS SPECIAL TISSUE SERVES AND SAVES. YOU'LL FIND IT PAYS TO REMEMBER... NOT JUST "TISSUES" BUT KLEENEX TISSUES



Only Kleenex*
is "just like" Kleenex

*America's
Favorite
Tissue*



Made like
Cellucotton* surgical dressings
and that tells you

Delsey*
the more absorbent toilet tissue

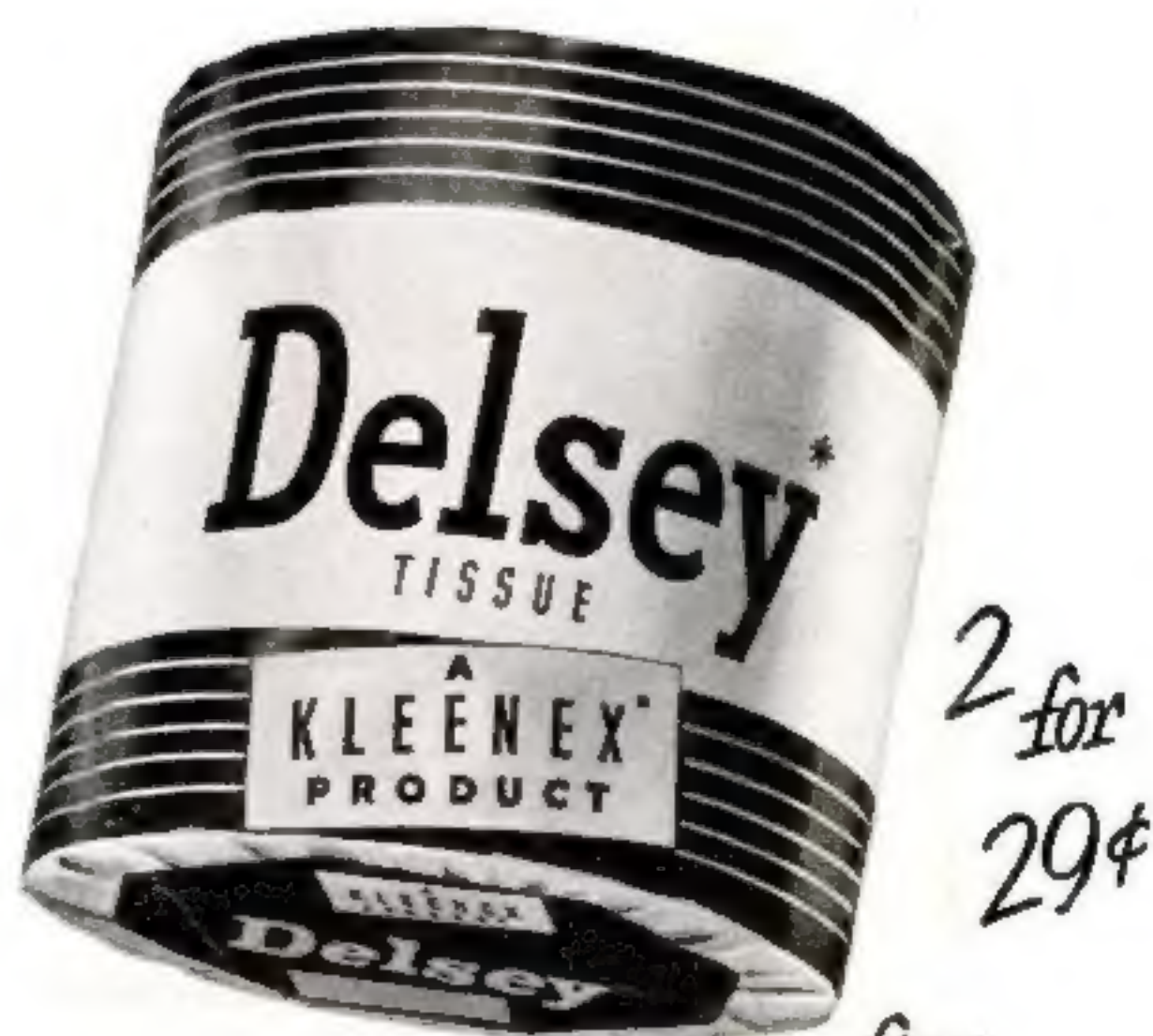
**won't irritate
or cause discomfort
to sensitive areas**

*This extra gentle, more
absorbent toilet tissue is
SAFER BECAUSE IT'S
SOFTER.*

Constant daily irritation of sensitive membranes so often causes dragging pain and embarrassing distress. Delsey's greater softness gives *real* protection against the danger of irritation.

It's a pure white tissue, double-ply for extra strength. Contains no impurities which might be harmful to even the tenderest membranes. It is soft as only the makers of Kleenex Tissues can make it... and like Kleenex, it's made under strict sanitary control!

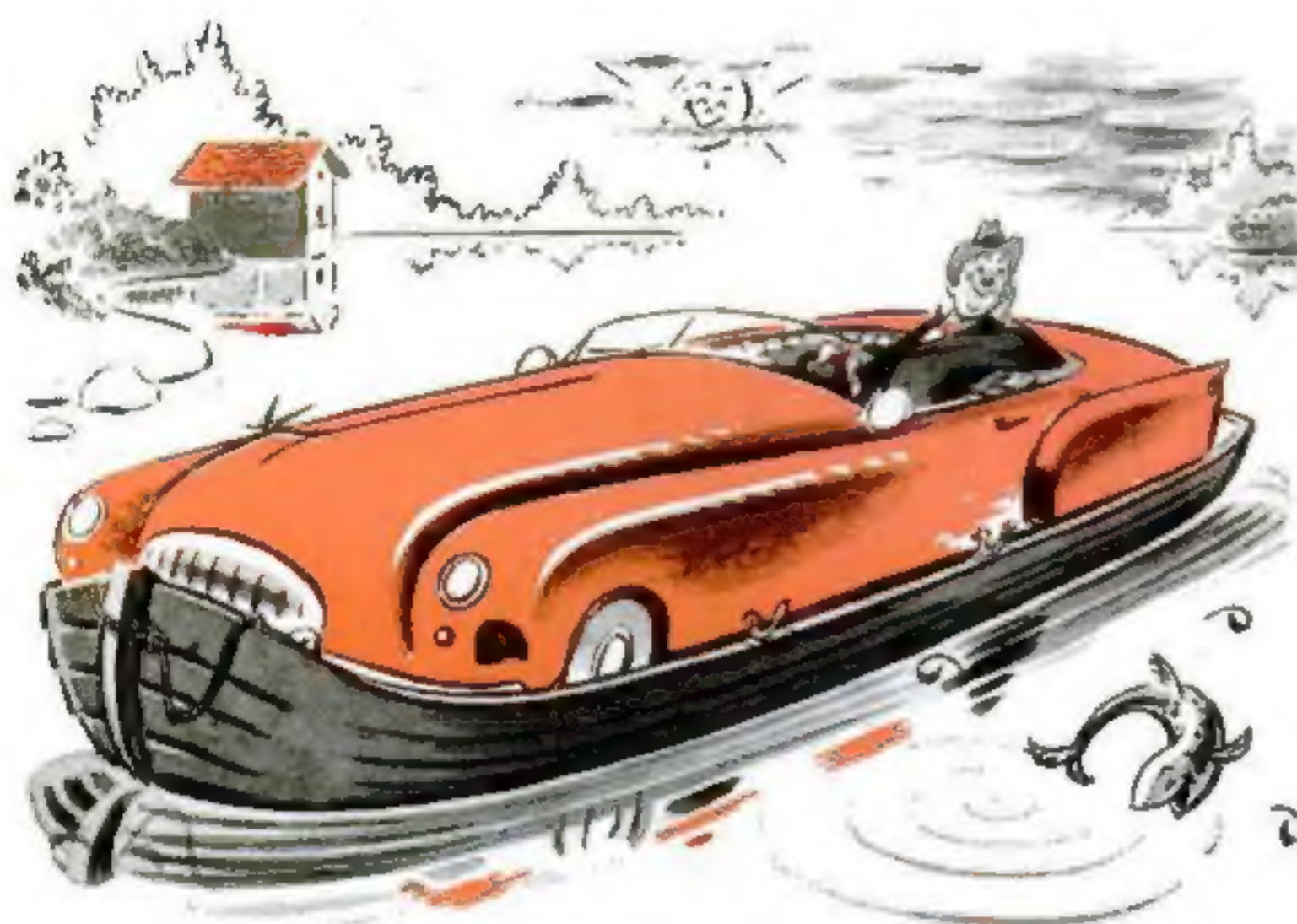
You can have Delsey's extra comfort and protection for only a few extra pennies a month. When you find how wonderfully different it is, we believe you'll want Delsey always. 7 rolls cost only one dollar.



*Safer because it's softer
- soft like Kleenex* Tissues*



If your car feels like *this*... it's time for
MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!

There's a world of difference between *Marfak* chassis lubrication and ordinary grease jobs. Tough, s-t-r-e-t-c-h-y *Marfak* clings to wear points and fights friction for 1,000 miles and more! And just notice that "cushiony" driving ease that lasts! It's your sign that *Marfak* keeps right on protecting. Applied by chart, never by chance. Stop by for *Marfak* lubrication today at your nearby Texaco Dealer, the best friend your car ever had.



THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES
Texaco Products are also distributed in Canada

LETTERS TO THE EDITORS

THE GROOM

Sirs:

In your story "Father of the Bride" (LIFE, July 25) you showed everything about the wedding but only one tiny picture of the man the bride married. Let's have a good look at him.

JOYCE KANNER

Los Angeles, Calif.



FATHER'S SON-IN-LAW

DR. SCHWEITZER

Sirs:

Your article on Albert Schweitzer (LIFE, July 25) depicts a truly great man. . . . I agree with Dr. Schweitzer that there is hope—great hope—for our world of today and that all is not lost, as the Communists wish us to believe. . . .

MRS. FRANK J. SCHANK

Dearborn, Mich.

Sirs:

I want to express my gratitude for the very fine, well-written article on Dr. Schweitzer.

You may be interested to know that while Dr. Schweitzer was en route to Aspen, he made a brief stop in Cleveland and played on a newly installed pipe organ in a local church. He played for several hours, talking between numbers in a very informal style, and enthralled everybody. . . .

MIRIAM E. KORONCAI

East Cleveland, Ohio

RETREATING EAGLE

Sirs:

Reader Harry C. McKown (LIFE, July 25) proposes that our national bird be a hen instead of an eagle. Tell me this—did you ever hear of a hen or any other bird making an eagle back up?

BUCKY SHARP

Grantwood, N.J.

• Yes. Grackles, swallows, small hawks, kingbirds and even humming birds have all been known to make an American bald eagle retreat.—ED.

RAW! RAW! TEACHER!

Sirs:

. . . If sunshine is better for the skin than old school ties and dresses (Miscellany, LIFE, July 25), why doesn't the teacher go without her dress? . . .

E. HARTMANN

Monnt Vernon, Ind.

Give your
lighter
plenty of
Spark

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ZIPPO Flints

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everywhere



These longer-lasting flints are made with just the right degree of hardness for positive, sure lighting. Will fit most lighters.

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No. 2362 is Two-Tone Modern Design. Other Specials in Lined Oak, Walnut Waterfall, and Mahogany. During August only \$47.95.

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Cedar Hope Chest

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- All equipped with LANE'S removable tray

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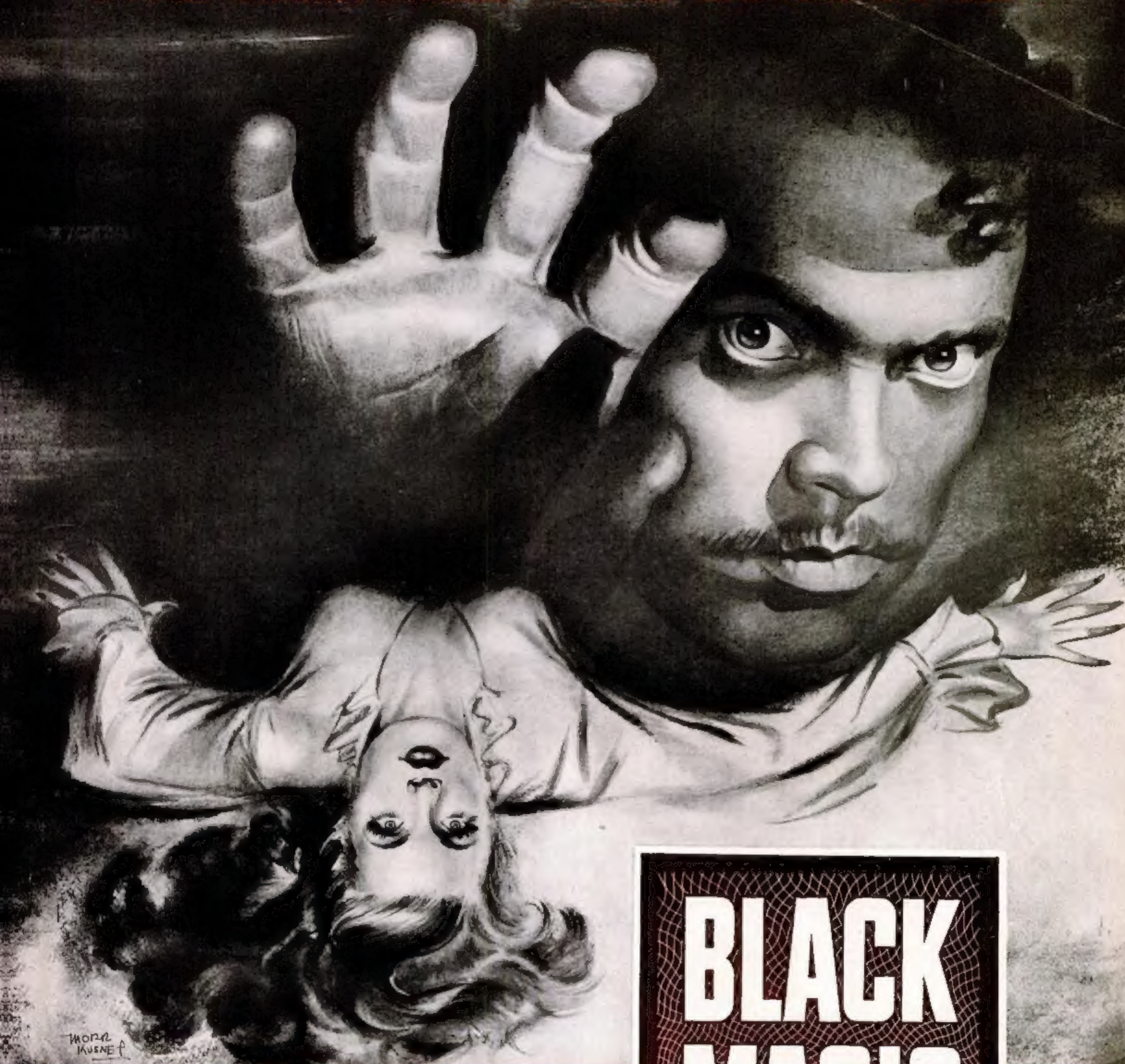
At all fine furniture
and department stores

THE LANE COMPANY, Inc., Altavista, Va.

Write Attention Dept. L9 for information, if desired.

CONTINUED ON PAGE 8

...IT WILL HOLD YOU IN ITS SPELL!



MORRIS KUSNE f

**A CAVALCADE OF ADVENTURE,
SPECTACLE, MYSTERY and EXCITEMENT!**

From a story by

ALEXANDRE DUMAS

Author of "The Three Musketeers" - "The Count of Monte Cristo"

BLACK MAGIC



BIGGEST PICTURE IN TEN YEARS!



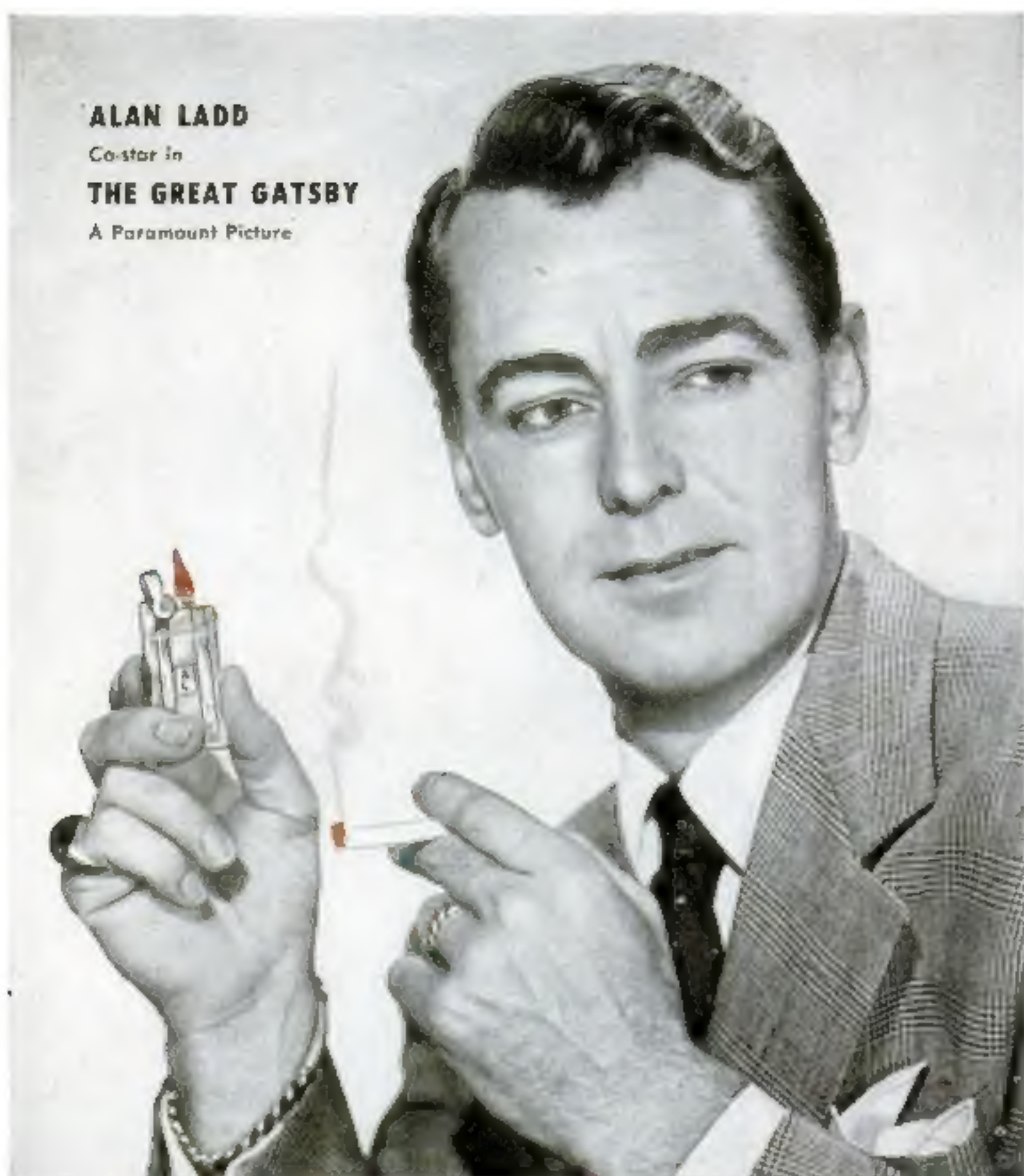
EDWARD SMALL PRESENTS "BLACK MAGIC" STARRING
ORSON WELLES • NANCY GUILD
ALIM TAVIROFF • FRANK LATIMORE • VALENTINA CORTESE • MARGOT GRAHAME
BASED ON ALEXANDRE DUMAS' "CAGLIOSTRO" from "Memoirs of a Physician"
Produced and Directed by GREGORY RATOFF • Screenplay by Charles Bennett
Additional Scenes and Dialogue by Richard Schayer • Released thru United Artists

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Co-star in

THE GREAT GATSBY

A Paramount Picture



A.L. loves A.S.R.

"I'm a softie," says Alan Ladd, "that is, for anything so smooth as A.S.R! What looks! What lines! What sophistication! And A.S.R never lets me down! I sure love my A.S.R Lighter!"



The new A.S.R. 'Heritage,' \$12.50

ASR 'Heritage' Table Lighter. New! Serve a light with the unique lighter of hospitality, the gift lighter for gracious entertaining. Platinum-group Rhodium

finish resists tarnish, can be engraved. Automatic—lights like a light switch! Stays lit without holding! Great fuel capacity—easy refill! No Fed. Tax, \$12.50

A.S.R Pocket Lighters, \$5.95 to \$200



An A.S.R. Precision Product—Lighter Division, A.S.R. Corporation, Brooklyn 1, N.Y.

LETTERS TO THE EDITORS

CONTINUED

MORE THAN ONE

Sirs:

My father-in-law swears that the four girls holding the Bil-Boats (LIFE, July 25) are in reality one and the same. My wife as stoutly maintains that more than one girl is involved. Please settle the argument.

JERROLD DE LEON
Williamsburg, Mich.

• The girls, all models, look alike but are not even related.—ED.



BOER

FLETCHER



WILLIAMSON

MITCHELL

BUSY HYPNOTIST

Sirs:

Dr. Franz Polgar (LIFE, July 25) estimates that he has hypnotized over a million people since he came to the U.S. 16 years ago. Maybe my mathematical brain machinery is a bit screwy, but doesn't that average out to 171 people a day, seven days a week? . . .

ROY P. ADELBERG
North Bergen, N.J.

• Dr. Polgar counts the many times he has hypnotized an audience of 200 people at a clip.—ED.

POPCORN BONANZA

Sirs:

Your story called "Popcorn Bonanza" (LIFE, July 25) is certainly not

CONTINUED ON PAGE 11

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take TUMS
Feel better FAST!

When acid indigestion, heartburn and sour stomach follow too much smoking or other over-indulgence, get almost instant relief with Tums! Easy to take as candy mints, one or two Tums neutralize excess acid jiffy-quick. You feel better fast! No baking soda in Tums. No danger of overalkalizing—no acid rebound. Get Tums this very day—carry Tums with you always!

TUMS
EASY LIKE CANDY
TUMS
STOMACH DISTRESS

To feel better, try one or two TUMS after breakfast.

for the tummy

NEED A LAXATIVE TOO?
Try Nature's Remedy
NR TO-NIGHT TOMORROW ALRIGHT

HEAT RASH?



Get FAST RELIEF with this MEDICATED Powder!

No unmedicated powder can relieve your burning, stinging heat rash as Ammens Powder does!

For Ammens contains three famous medicinal ingredients—gives 3-way medicated skin care: (1) Medicated relief. (2) Medicated protection. (3) Medicated comfort. Soothing and comforting. Promotes healing by helping to protect tender skin against irritation. So soft, it cushions against chafing. Absorbs extra moisture. For medicated skin care, get Ammens Powder today. No luxury tax.

FREE trial size can. Write today to Dept. L-893, Bristol-Myers Co., Hillside, N. J. (Offer limited to U.S.A.)



AMMENS
Antiseptic Powder

DE SOTO

presents an
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Here's how businessmen, farmers, sportsmen can have two cars for the price of one!



Here is a luxurious sedan with all the smartness and roominess and comfort for which De Soto is famous.



Carries six passengers in comfort... yet in an instant you can fold the rear seat down flush with the floor.



Now you've got a station wagon... with the rear compartment stretching clear through to the deck lid.



Imagine how useful it is to businessmen, salesmen and those who sometimes need lots of cargo space.



Imagine how useful it is to farmers and estate owners. It can be loaded from either side or from the back.



Ideal for sportsmen and vacationists. A wonderful car, a wonderful value. Ask your De Soto dealer about it.

Tune in "Hit the Jackpot" every Tuesday night over all CBS stations, DE SOTO DIVISION, CHRYSLER CORPORATION

Wake up smiling—at its fragrant, wood-smoky aroma!



You feel better—at the first fragrant whiff of that rich, wood-smoky aroma! **You eat better**—at the first tantalizing taste of that tempting flavor!

That's why you *wake up smiling* when there's Armour Bacon for breakfast! It's truly America's Luxury Bacon—hand-picked from the choicest bacon sides; tender-smoked over hickory and hardwood fires; dry sugar-cured for less shrinkage when you cook it!

Try some soon—pan-broiled like this: lay strips of Armour Bacon in cold frying pan and cook over low heat. Turn occasionally, pouring off fat as it accumulates. Fry Cloverbloom Eggs at low heat, too—until whites are firm. Spoon fat over them to cook yolks. For many delicious bacon recipes, write: Marie Gifford, Dept. 389, Box 2053, Chicago 9, Illinois.

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is labeled

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Tune In STARS OVER HOLLYWOOD—CBS Saturday



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THE HOOVER COMPANY

North Canton, Ohio; Hamilton, Ont., Canada

LETTERS TO THE EDITORS

—CONTINUED—

complimentary to the motion picture industry. If a theater manager cannot make a profit without the extremely disturbing attendance of popcorn munchers, perhaps he should lock his doors and buy the popcorn wagon on the street corner. . . .

Thousands of patrons would be willing to pay a higher admission in order to enjoy a picture undisturbed.

LYMAN L. BUMP

Phoenix, Ariz.

Sirs:

. . . You might have mentioned the fact that last year's artistic triumph, *Hamlet*, has a note in its distribution contract which forbids the sale of popcorn during its engagement.

JOSEPH R. BUFFER

Philadelphia, Pa.

• It did, but some theater owners refused to sign it until the antipopcorn clause was removed.—ED.

Sirs:

Here is a protest against the new system of rating movies in terms of their popcorn profits.

With sandwiches, ice cream, soda pop and chocolate malts also being featured in more and more theaters, you never know what you are going to step on, brush up against, sit in or have slapped on you. . . .

When can we expect the Duncan Hines Guide to Good Theater Eating?

EDWIN STERNER

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at 9 Rockefeller Plaza
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it cleans, gets deep-down grit, prolongs rug life. Cleaning tools available at slight extra cost. Two other models of Hoover's famous Triple-Action cleaner, and Hoover's powerful cylinder cleaner also available. Look in your classified telephone directory—right now—and call your Hoover dealer for a home showing. No obligation.

THE HOOVER COMPANY, North Canton, Ohio
Hamilton, Ontario, Canada; Perivale, England

You'll be happier with a
HOOVER

I Wear False Teeth

yet my mouth feels
fresh, clean and cool

No "DENTURE BREATH" for me*



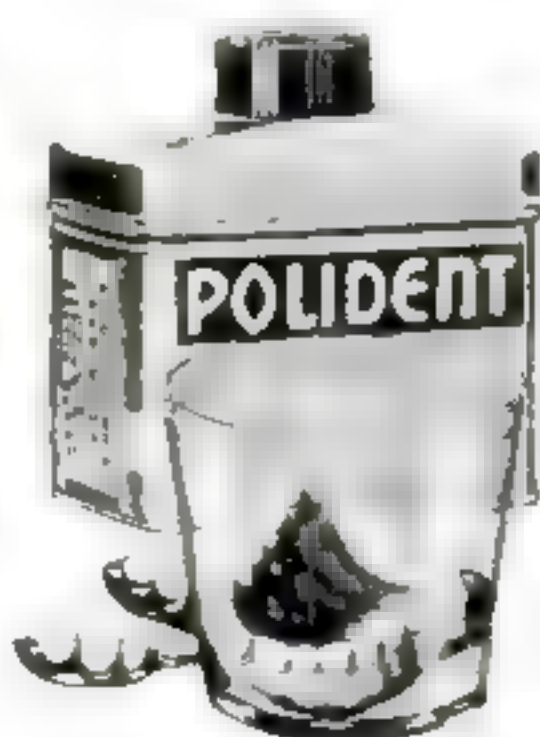
"I soak my plates in Polident every day . . . to avoid Denture Breath. It's such a blessing to know that they are odor-free."

Mrs. J. R. S., Midland, Ark.

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drug-stores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

Amazing New Cream
Holds Tighter, Longer
than anything you've ever tried
or double your money back

POLI-GRIP

HOLDING

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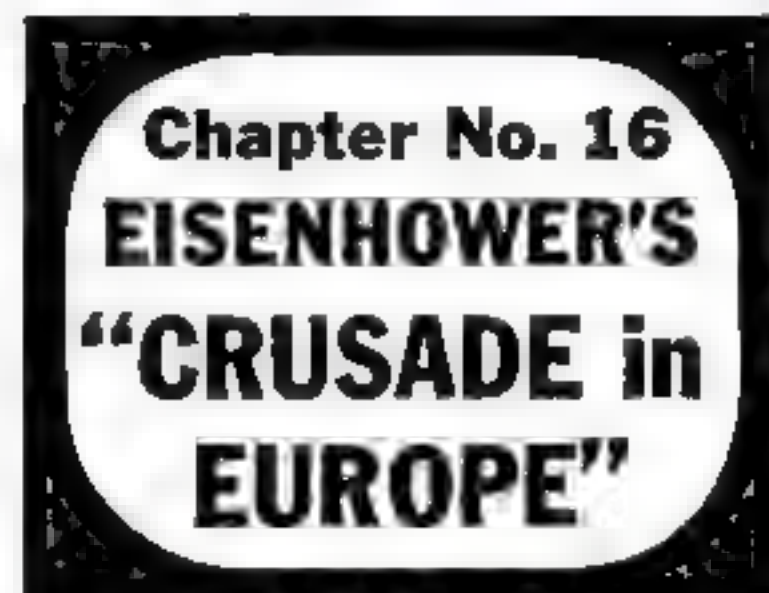
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THE STORY BEGINS as Nelson portrays Jack who sold his mother's cow "for a few paltry beans."



BEANSTALK SHOOTS UP during the night from the seemingly useless beans which Jack's enraged mother had thrown out.



JACK CLIMBS THE BEANSTALK, which towers to the clouds. At the top he finds a giant's castle.



WITH BUSHING FINGER, brave Jack creeps up on the castle, finds the fearsome giant at home.



MUSTACHED GIANT squats in his castle strumming a harp—a deviation from the fairy tale, in which harp strums itself.



JACK RUNS OFF with giant's harp and goose that lays gold eggs. Jack stole them while the giant slept.

SPEAKING OF PICTURES...

... DANCER ACTS OUT BEDTIME STORY FOR DELIGHTED SON

For a father, the nightly bedtime story ranks as a domestic ritual somewhere between the pleasure of guiding a child's first tottering footsteps and having to wash the dishes. Many fathers with a facility for reading aloud, an inventive turn of mind and the patience of Job look forward to it. Others simply find an excuse to retire quickly to the cellar or leave the house. One of the most violent and most exciting solutions ever devised for this nocturnal bedtime problem is shown here. It is the nimble work of Dancer Gene Nelson, one of the stars of Broadway's successful revue *Lend An Ear*. Bored stiff with reading and a counting game he had invented to put his 2-year-old son Christopher

to sleep, Nelson decided to dance out his version of *Jack and the Beanstalk*.

In a 17 X 17-foot hotel bedroom this was not simple. But as the pictures show, Father Nelson's nimble leaps from radiator to bed and from bureau to floor entranced young Christopher. As Nelson leaped he kept up a constant descriptive patter of the story he was dancing. So feather-footed was his performance that the neighbors below heard scarcely a sound. After an hour of this both father and son were exhausted and fell asleep almost simultaneously. But Nelson dreads the day when Christopher, who admires gymnastics in high places, calls for a dance version of the adventures of Superman.



WITH A SPRADDLE-LEGGED LEAP THE GIANT PURSUES JACK DOWN THE BEANSTALK AFTER BOOMING FAMOUS "FEE-FI-FO-FUM" LINE



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SPEAKING OF PICTURES

CONTINUED



JACK SLITHERS DOWN BEANSTALK a jump ahead of the giant, grabs an ax (Nelson here uses a broom) and chops it down before ogre can catch him.



THE GIANT TOPPLES and is smashed to smithereens, giving the story a happy ending. Nelson's last maneuver entranced Chris. It also broke the bed.

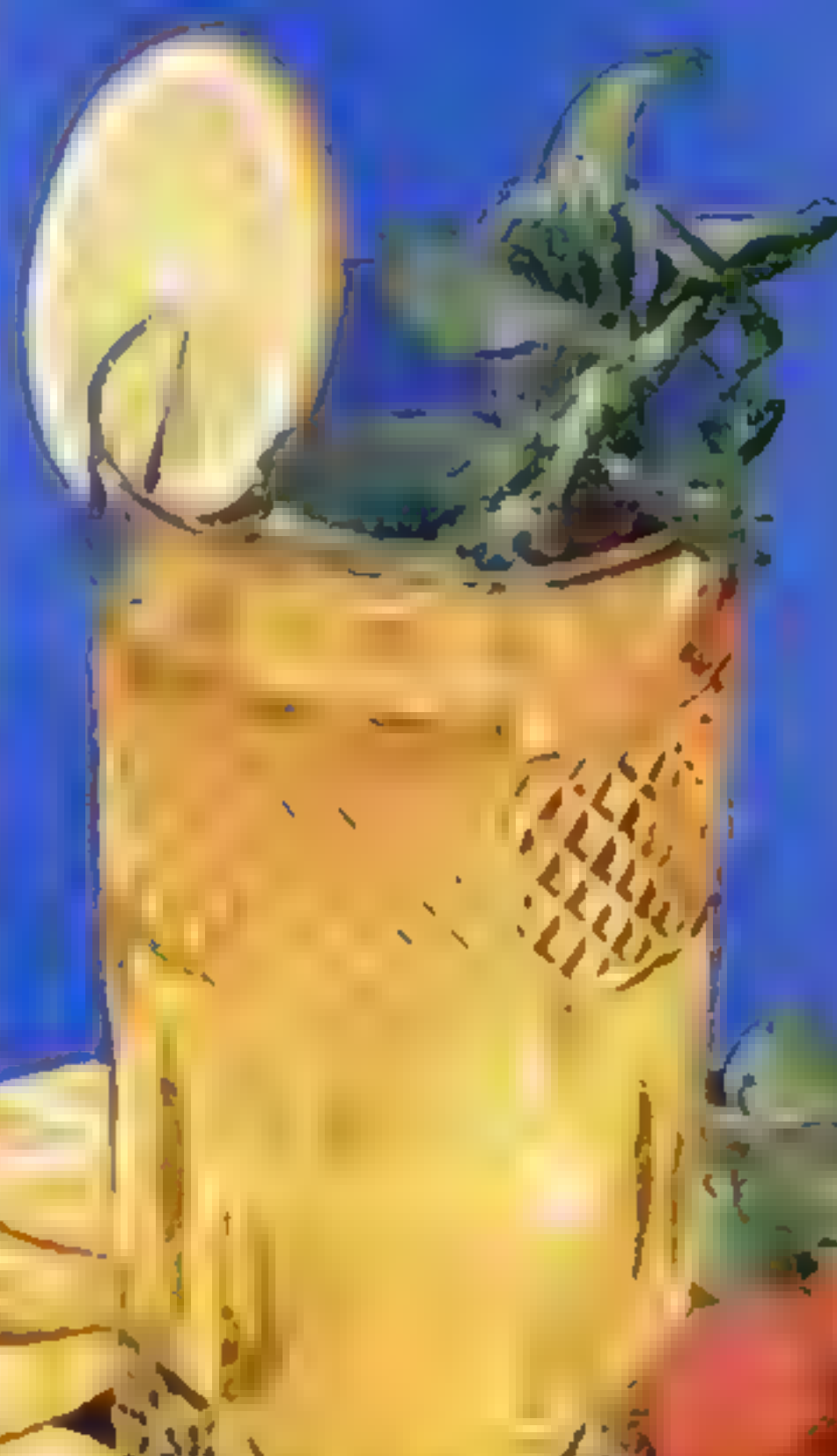
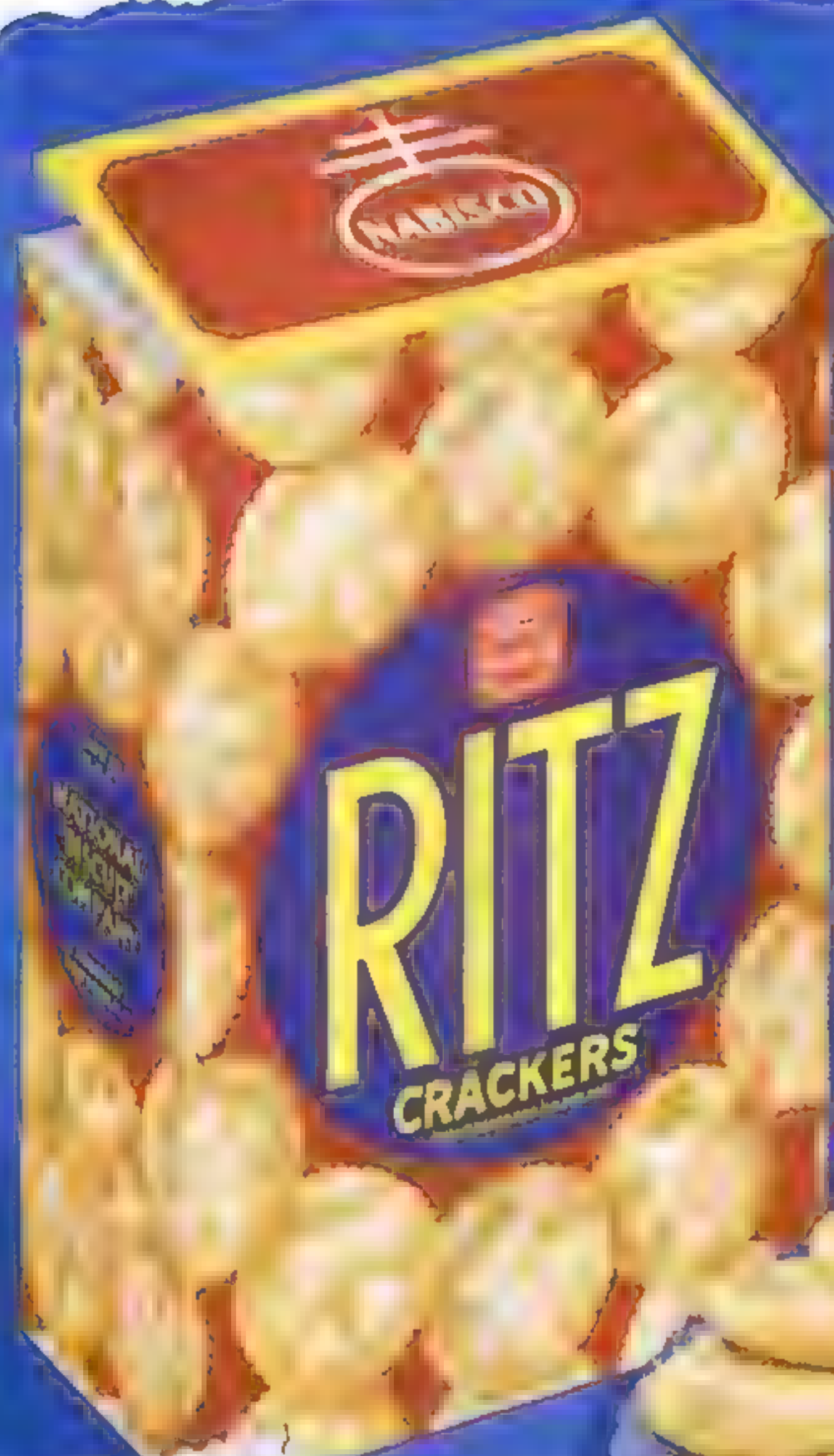


REWARD for Father Nelson's strenuous performance is a goodnight hug. After a moment's reflection Chris also made an urgent request: "Do it again."

Ice your tea

...even add the enticement of mint—there's nothing that will make it taste so refreshing as RITZ CRACKERS! They bring a new zip to *any* cooling drink—enhance the *appeal* like the dew on the rose! For RITZ CRACKERS *don't wilt* in hot weather—a special baking process *seals in* the crispness and tang! That's why in summertime more than ever...

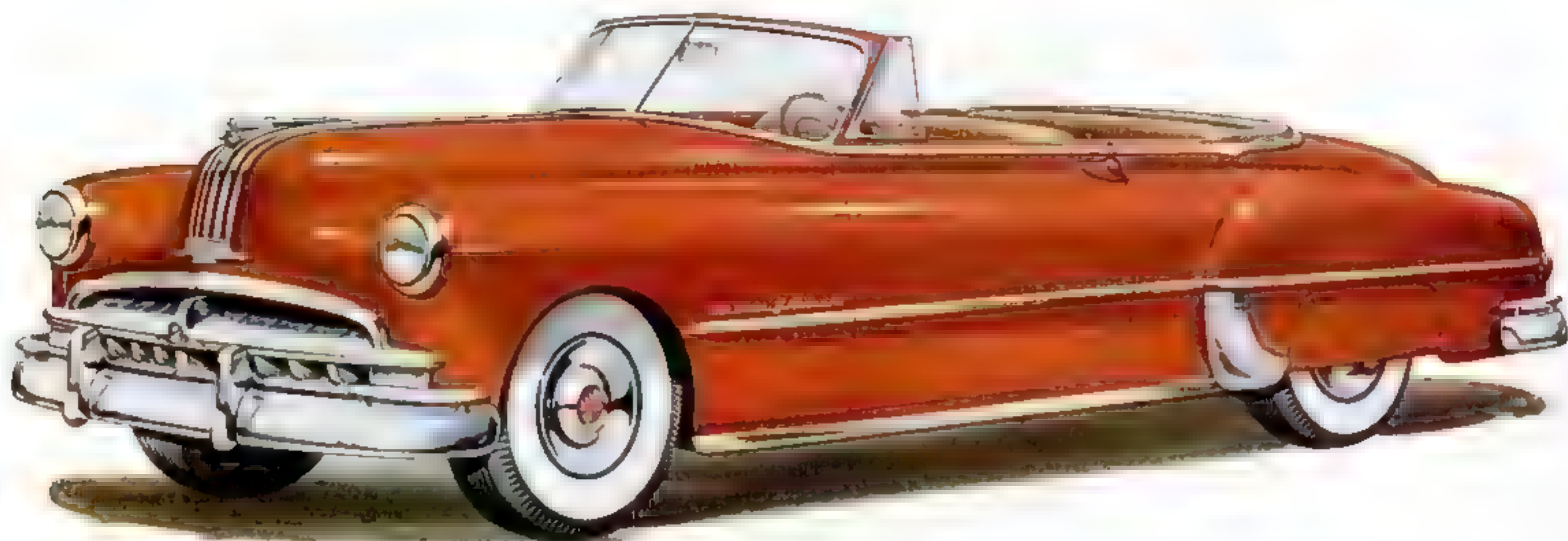
"nothing tastes as good as Ritz... but Ritz!"



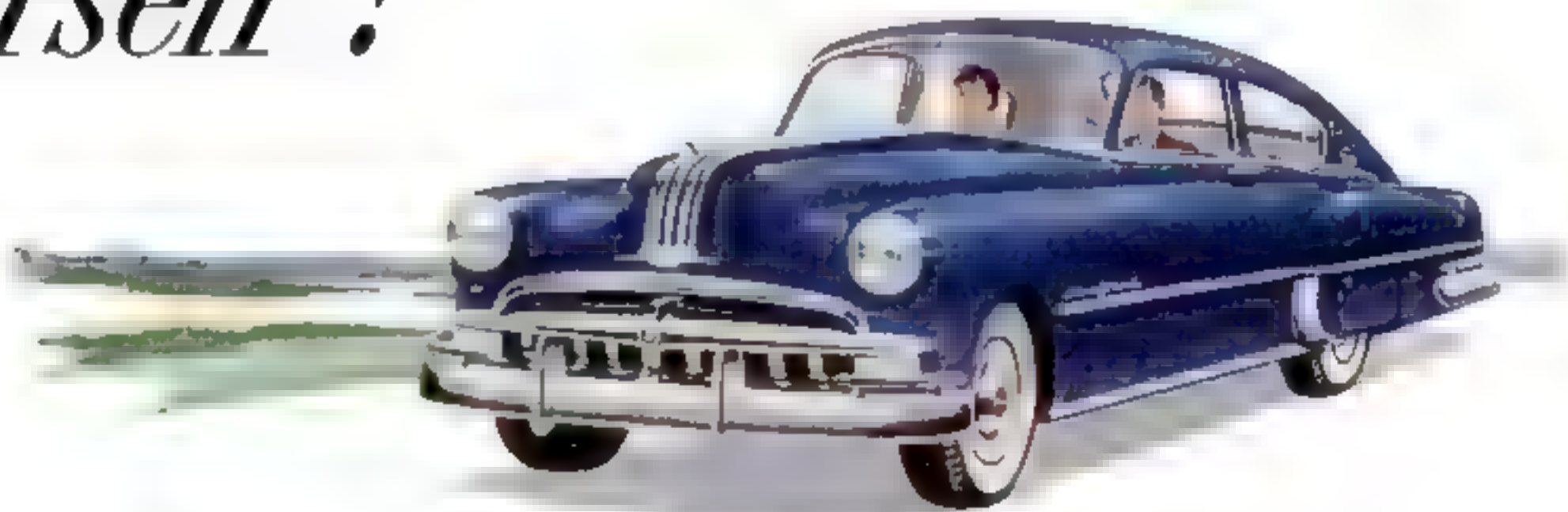
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LIFE'S COVER

Brynn Noring got her first modeling job when she was 3 years old. Under the experienced eye of her mother, an ex-model herself, Brynn worked up in the next 18 years from baby clothes to the kind of sophisticated Cecil Chapman dress she fills so arrestingly on Life's cover. A New Yorker, she recently crossed the Appalachians for the first time and went to Hollywood (pp. 71, 72) to try for a film career. There she was promptly put through the movie mill to get ready for an M-G-M screen test: taking lessons to lower the pitch of her voice, getting four teeth recapped and losing some weight.



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HAIR LOOKS BETTER, SCALP FEELS BETTER

WHEN YOU CHECK **DRY SCALP** (HARD TO COMB UNRULY HAIR LOOSE DANDRUFF) WITH **'VASELINE' HAIR TONIC**. IT SUPPLEMENTS NATURAL SCALP OILS...GIVES DOUBLE CARE TO BOTH SCALP AND HAIR. **'VASELINE' HAIR TONIC IS CONCENTRATED, ECONOMICAL AND IT CONTAINS NO ALCOHOL OR OTHER DRYING INGREDIENTS. GET A BOTTLE TODAY!** (YOU'LL LIKE IT!)

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PROOF THAT BRUSHING TEETH RIGHT AFTER EATING IS THE SAFE, EFFECTIVE WAY TO

HELP STOP TOOTH DECAY with Colgate Dental Cream

The Most Important News in Dental History! Exhaustive Research on Hundreds of People by Eminent Dental Authorities Proves How Using Colgate Dental Cream Helps Stop Tooth Decay Before it Starts!

X-RAYS SHOW HOW PROPER USE OF COLGATE'S HELPS STOP TOOTH DECAY!



Eminent dental authorities supervised 2 groups of college men and women for over a year. One group always brushed their teeth with Colgate's right after eating. The other group followed usual dental care. X-rays were taken at regular intervals.

The average of the group using Colgate Dental Cream is directed was a startling reduction in number of cavities—*for less tooth decay!* The other group developed new cavities at a much higher rate!

Regular visits to your dentist are necessary for complete dental care. No home method can help everyone; nor can it stop *all* tooth decay or help cavities already started!

NOW dental science offers scientific *proof* that brushing teeth with Colgate Dental Cream right after eating is an effective, *safe* way to help prevent new cavities, greatly reduce tooth decay!

More than a year's continuous research—hundreds of case histories—makes this the most important news in dental history!

For now—the same toothpaste you use to clean your breath while you clean your teeth—offers a safe, *proved* way to reduce tooth decay!

No Change in Flavor, Foam, or Cleansing Action!

Millions know that Colgate's cleans their breath while it cleans their teeth. That its wake-up flavor is preferred over all other dentifrices tested. That no other toothpaste cleans teeth better. And there has been no change in Colgate's flavor, foam, or cleansing action.

Colgate Dental Cream has been proved to contain all the

necessary ingredients—including an exclusive *patented* ingredient—for effective daily dental care. The Colgate Dental Cream now at your dealer's is the same formula that was used in the tests.

To The Dental Profession

The research described here was conducted in dental clinics under the supervision of some of America's leading dental scientists.

A detailed report of the tests is now in preparation and will be available for your use and study in the near future. If you wish a copy, send your request on your own professional letterhead to Colgate, Jersey City 2, N. J.

These studies represent the most exhaustive evidence ever offered to the dental profession of actual reduction of cavities. They present scientific proof that always brushing teeth right after eating is one of the most effective ways yet known to help stop tooth decay before it starts. And Colgate Dental Cream is the only dentifrice that can prove the statements reported here.

Mothers! Children Love Colgate's Flavor!
It's Easy to Start Them on the
Colgate Way to Reduce Tooth Decay!



9 out of 10 children have one or more decayed teeth by the time they enter school. So don't wait another day to start your children on Colgate Dental Cream. Teach them the importance of always brushing their teeth right after meals & snacks. They'll love Colgate's flavor—so it's easy to get them to use Colgate's correctly, give them all the benefits of this safe, *proved* way to reduce tooth decay!

**NO OTHER DENTIFRICE
OFFERS PROOF OF THESE RESULTS**



THERE IS ONLY ONE
COLGATE DENTAL CREAM! YOUR DEALER HAS
IT NOW—IN THE SAME FAMILIAR PACKAGE

**Always use Colgate's* to
Clean Your Breath While You Clean Your Teeth
and HELP STOP TOOTH DECAY!**

* Right after eating



THEIR UNIFORMS PLASTERED WITH THE MUD OF STOCKHOLM'S STADION, BELGIAN GYMNASTS EXPERTLY WHIRL TEAMMATES THROUGH AIR IN A MASS BACK FLIP

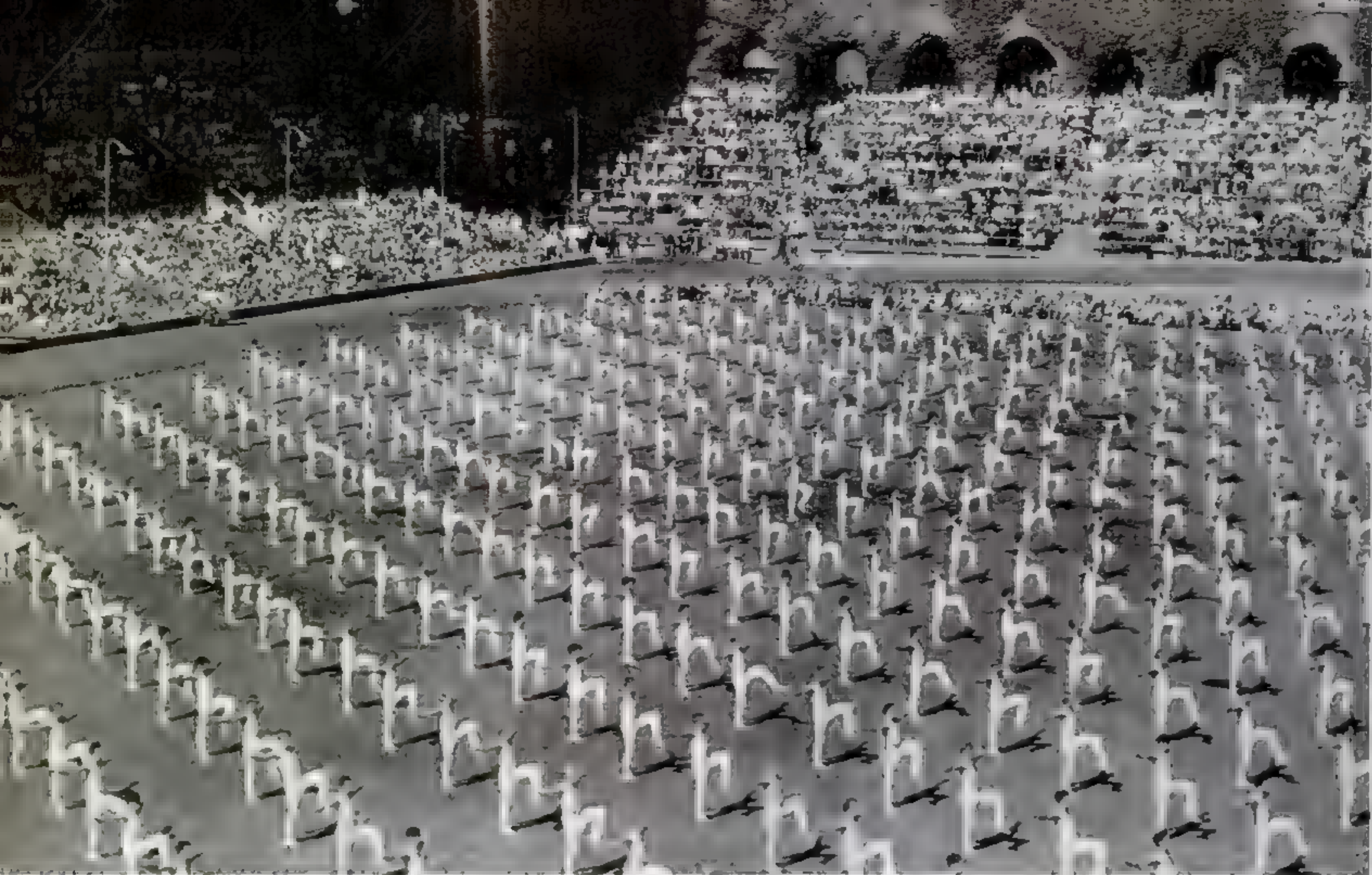
SWEDEN HOLDS GYMNASTIC WORLD SERIES

PHOTOGRAPHS FOR LIFE BY WILLIAM J. SUMITS

From July 27 through 31 the Swedish capital of Stockholm had the World Series spirit. Every day the Stadion, built for the 1912 Olympic Games, was jammed with 20,000 people. Even Crown Prince Gustaf Adolf was there, standing in line to buy his ticket along with sports fans from all over Scandinavia. The attraction was a series of exhibitions by 13,360 of the world's finest gymnasts, more than twice the number of athletes in last year's Olympics. They met in Stockholm for a World Gymnastic Festival, which was only one part of a summer-long calendar of events Sweden calls the "Lingiad."

The Lingiad, which in addition to the gymnastic festival includes a meet-

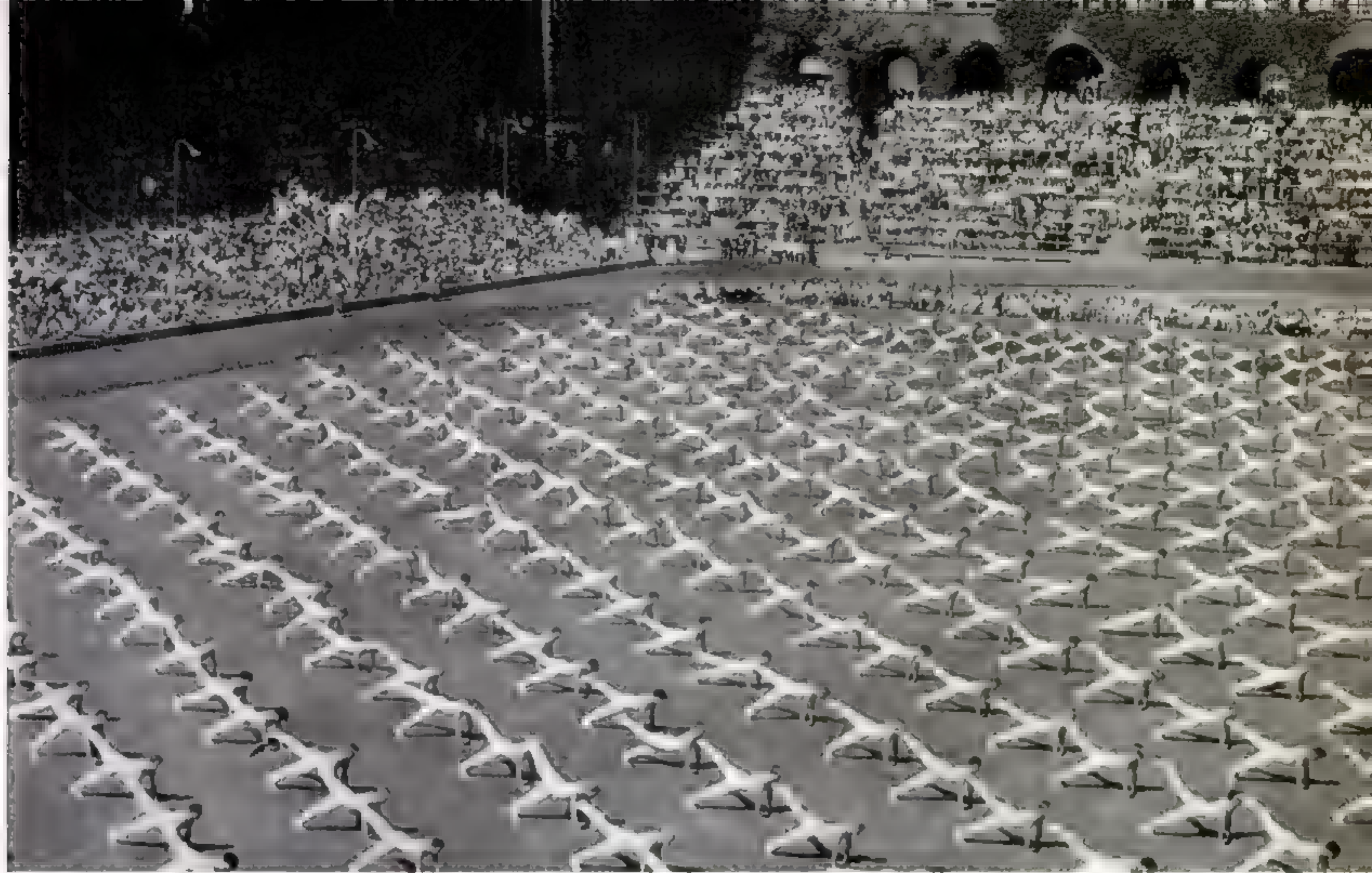
ing of world physical education leaders and an international camp for gymnasts, gets its name from Per Henrik Ling, a 19th Century Bernarr Macfadden, father of Swedish national gymnastics. It has been held only once before, in 1939, the 100th anniversary of Ling's death. Then, shortly before the outbreak of World War II, a German team was the sensation of the gymnastic performance. This year the Germans were not there. Neither were teams from behind the Iron Curtain, especially the famous Czech *Sokol*s. Some did not come because of currency difficulties. Some, Stockholm rumors said, did not come for another reason. Once they got to Sweden, they might not go home.



DANISH "GYMMASTER" DRESSED IN SNUG WHITE TROUSERS KICK IN PRECISION MOVEMENT THAT MAKES THE STADIUM FIELD LOOK LIKE ROW ON ROW OF PUMPS

SWEDISH GROUP EXECUTES PERFECT CIRCLES DURING AN EXHIBITION IN WHICH DOZENS OF TEAMS OF TWO MEN DO DIFFICULT HANDSTANDS WITH PERFECT TIMING





DANISH MEN'S TEAM DOES "BRYSTHÆVNINGER," WHICH MEANS PUSH-UPS. THIS TEAM CAME FROM ALL OVER DENMARK, HAD LITTLE PRACTICE TOGETHER BEFORE MEET

WITH OUTSTRETCHED ARMS TOUCHING, SWEDES RESEMBLE SCISSORED PAPER DOLLS AS THEY LIE FLAT IN CONCENTRIC CIRCLES BEFORE STARTING NEXT MANEUVER





DANCERS IN FLIGHT, picked from teams of Norway, Sweden, Denmark, Finland, all leap into the air

simultaneously during an exhibition at Konserthuset, a concert hall, to celebrate performance by a larger group.



DANCERS IN GOWNS, refugees from Soviet-ruled Estonia, give Stadion audience a welcome change from

drill routine as they move gracefully to strains of Beethoven. Performing was so popular it was repeated



SITTING, a British girl gracefully endures only 15 seconds of a mud puddle and 15 seconds of a signal to get up.

DANCERS AND INDIANS DO RIGHT BY PER LING

Mass European gymnastics, which has penetrated to the U.S. only through such well-known organizations as the German *Turnvereins* and the Czech *Sokol*, is not concerned exclusively with tumbling, pommel horse and precision exercises. The Stockholm festival included performances by folk dancers (*folk*), children as young as 4 and pensioners (men as old as 6). There was a 500-demonstration by 5,000 Swedish choruses, who dutifully went through a round of exhausting exercises. All these performances were received with the hearty approval of Per Henrik Ling, who sponsored the Swedish program as a national school to raise the thought that people could stay healthy even if it hurt. But even Per Ling was a little startled at the Indian concert of gymnastics (*Indians*).



STANDING, gymnast shows what happened to skirt. When Britons performed despite rain, everybody did.



GYMNASTIC ROPE TRICK called "cone mallakhamb" is an Indian Yoga exercise in which rigid subject is lowered in a sling of malacca cane. Turbaned Sikh is

S. S. Dhanoo, one of the Indian gymnasts' leaders. His team entertained audience by dueling with battle axes and swallowing links of linen ribbon to purify their insides

THIS MAY COST YOU MONEY...



SHADES OF THE '20S

To anybody over 35 the news had a familiar ring last week. A man went over Niagara Falls in a barrel. A young lady was preparing to swim the English Channel. Ukulele sales were booming, and 38 new midget golf courses were going strong around New York City alone. Best of all, a man in Cleveland was sitting atop a flagpole. It sounded like the '20s all over again.

Yet though history repeats itself, it always gets bigger and better. Anybody who doubted that the U.S. standard of living had risen, even in the matter of midsummer madness, needed only to look at the current flagpole sitter, man by the name of Charley Lupica (*above*), and compare him with "Shipwreck" Kelly of the '20s (*below*). Mr. Lupica has a radio, telephone and beach umbrella and is having a television set installed. All that poor old Kelly had was a pole. To people who think that all progress has ended, the week must have been a terrible blow.



After that fair warning, we would like to point out that the U.S. still has a stock market, that the market plays a useful part in the U.S. scheme of things—and that perhaps it is time for all citizens to take another look at it. *LIFE* does not pretend to know whether stocks will go higher or lower in the next few months. Moreover we would not think of urging anybody to try to get rich quick by speculating in the market. We do know, however, that most people who have put their spare money into stocks over the years—not gambling for a fast profit but investing for the long pull—have made a handsome return. Certainly more than they would have made by investing in race-track tickets, which seems to have become a popular American way of being financially optimistic.

The most important thing about the stock market right now is that it is going begging for customers—which means that U.S. industry is going begging for funds and for partners. The old millionaire investors have disappeared or have been discouraged by high taxes. Many of the new potential investors in American business—the prosperous farmer and the laboring or salaried man with money in the bank—have not yet learned

that a stock certificate can be a profitable way of promoting and sharing in progress.

The stock exchange and the brokers have only lately begun to realize that business must now depend for its funds on the little man. Their recent advertising campaigns, however, seem to be taking effect. The *New York Daily News*, the newspaper of the common man, has never bothered to run a page of stock quotations. Yet last week it was moved to editorialize on the stock market's campaign to attract small investors, and to express itself heartily in favor. As the *Daily News* pointed out, "If Wall Street doesn't stimulate average citizens to put money into industry and enterprise, the Government will do more and more of that sort of thing—meaning we'll get State Socialism here after a while. State Socialism is a nice-Nellie term for Fascism or Nazism."

Any of the millions of Americans who are said by statisticians to have some spare money around, over and above such necessary investments as insurance and emergency savings, might do well to ponder the *Daily News's* words and then see what the local broker has to offer. This can be one way to vote for freedom and make a little money too.

SPEAKING OF THE "DAILY NEWS"...

It's some newspaper, and it is high time that we paid it our respects. The *Daily News* is the biggest paper in the country and by all odds the most readable. Nobody would ever give it a prize for reporting the fine details of events in Europe and Washington; but it does manage, by using plain English and leaving out the wind, to cram a remarkable lot of information into its brief tabloid columns. Its editors never miss a trick on a Park Avenue triangle or a showgirl romance (which, let's face it, most people like to read about), and they know how to use pictures. They also write the best headlines in the world. When a musical comedy performance was halted last month because an insect flew down the dress of Singer Nanette Fabray, who else would have thought of calling the story: BUG BUZZ-BOMBS STAR'S BOSOM, BUSTS UP SHOW. Anybody who visits New York this summer should get acquainted with the *News*, which in many ways is a more remarkable phenomenon than the Empire State Building.

The editors of *LIFE*, which has the biggest weekly magazine circulation in the country, have one special envy of the paper with the biggest daily circulation. The fellow who writes editorials over there has a remarkable gift for salty speech. He never uses a long word when a short one will do, and nobody, not even a backward sixth-grader, can fail to grasp what he is saying. When he sat down last week to write an "All-Inclusive Editorial on the Current Heat Wave" he used just two words: "Damn it." This page of *LIFE* had an editorial last week on the same subject; we used 200 words to say the same thing, and we didn't say it nearly so well. *LIFE's* editorial

page has often been accused of being high-brow and over the heads of too many readers. The *Daily News's* editorial page is delightfully low-brow and never gets over anybody's head.

We have one serious quarrel with the *Daily News*—its editorial policy is completely isolationist, and we're sorry to see so much wonderfully simple and persuasive prose being used on the wrong side of the argument. The *Daily News* hates Communists to death and cusses them out regularly, but it seems to have missed the point that all Communists gain their inspiration and strength from Soviet Russia—and can only be neutralized by international action to neutralize Russia's appetite for world aggression. In our opinion the *Daily News* is in the same illogical position as a man who says he hates mosquitoes but refuses to help pay for spraying the swamp across the road.

There is one hope: the *Daily News* has been known to admit a mistake and shift sides. For a long time it was a pro-New Deal paper. It finally saw the error of its ways and today it is so violently opposed to any kind of welfare state as to make *LIFE*, with its more measured prose, sound like a socialist sheet by comparison. If this happened once it can happen again—and nothing could be better for the cause of world peace. That fellow on the *Daily News* can really argue, and in a time when unity means everything we could certainly use him and the people he influences.

How about it, *Daily News*—isn't it time to take another look at your premises? Pardon us for throwing your own kind of language at you, but isn't it smarter to close the garbage can than to swat the flies one by one?

PICTURE OF THE WEEK



BEAR TURNS ON HANDLER

On a hot day in Monte Vista, Colo., a big and generally amiable bear named Jake was starting through his act when Trainer Buck Robinson tried to heft him into a barrel. Suddenly Jake snarled, sank his teeth in Robinson's cheek. Then Jake calmed down, Robinson got first aid and later the show went on.



WITH THEIR BACKS AGAINST THE WALL, THE EMBATTLED OLDTIMERS QUIETLY CHEW TOBACCO AND STARE AT THE PASSERS-BY. MOST OF THEM ARE IN THEIR 80s,



A PRO-BENCH VOTE is cast by Mrs. Luzzy Stewart, 81. "We are all living on borrowed time," she explained.



BRINGING UP NAIL KEGS to replace their bench, the old men defiantly march back to their street corner.

"They took it away at night like a thief," one of them said. "If that bench was a horse, we could have them hanged."



AND SOME OF THEM HAVE BEEN SITTING IN THAT SPOT FOR THE LAST 27 YEARS



THE BENCH GOES BACK to its place on election afternoon, lugged by confident oldtimers even before official returns were announced. After the victory parade they drowsily began to make plans to unseat the mayor.

cial returns were announced. After the victory parade they drowsily began to make plans to unseat the mayor.



MAYOR BASHAM, 35, CONFERS WITH POLICE CHIEF

AGE WINS A ROUND

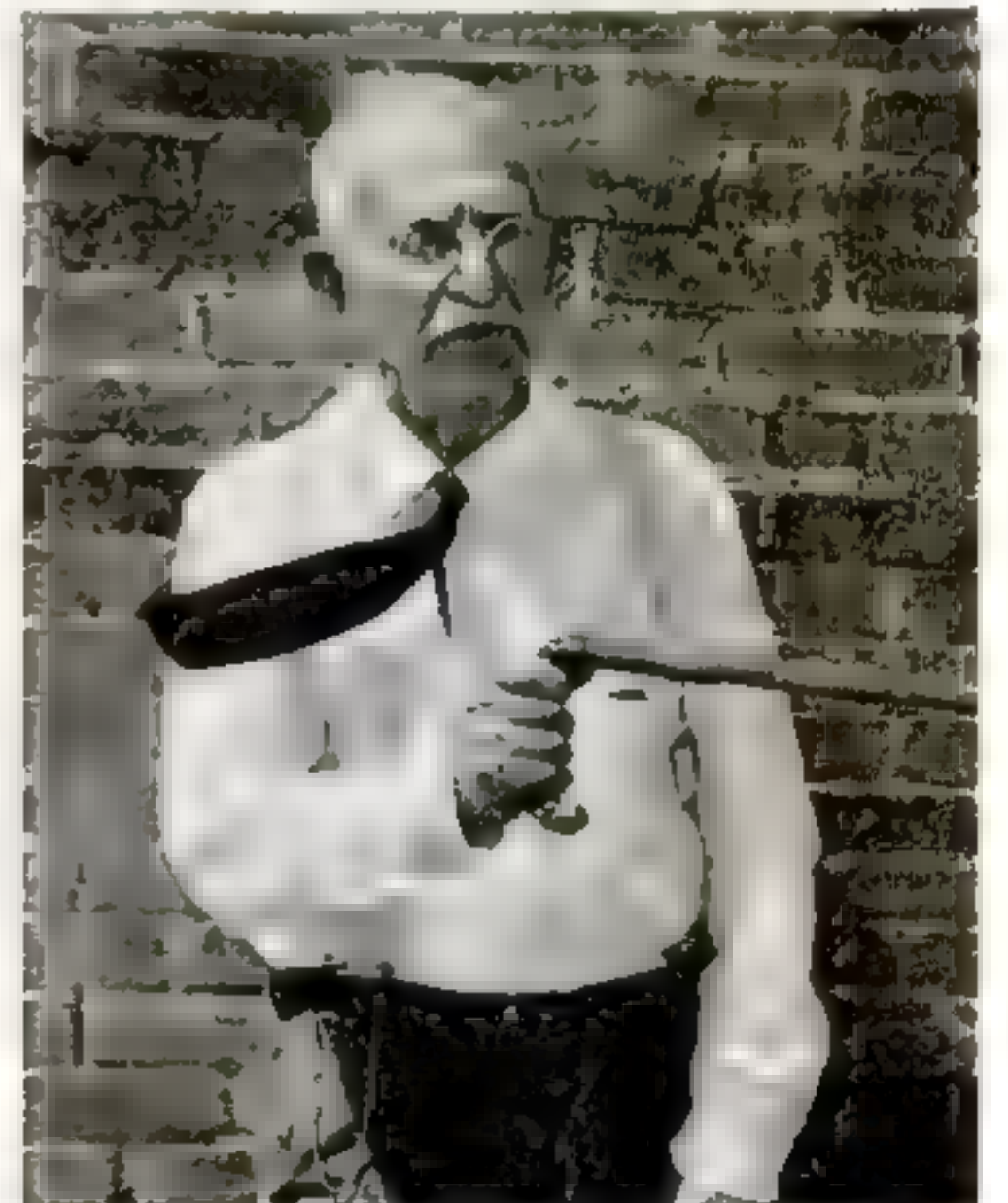
Some old Texans strike a blow for the status quo

In 1922 D. ("Doctor Dee") Scarborough, the druggist in Whitney, Texas, put up a bench outside his store, and immediately it became a loafing headquarters for the gaffers of the Brazos River Valley. Year after year they sat there looking like a jury of irritable terrapins, whittling, spitting and passing judgment on everything that passed. But finally reform caught up with them.

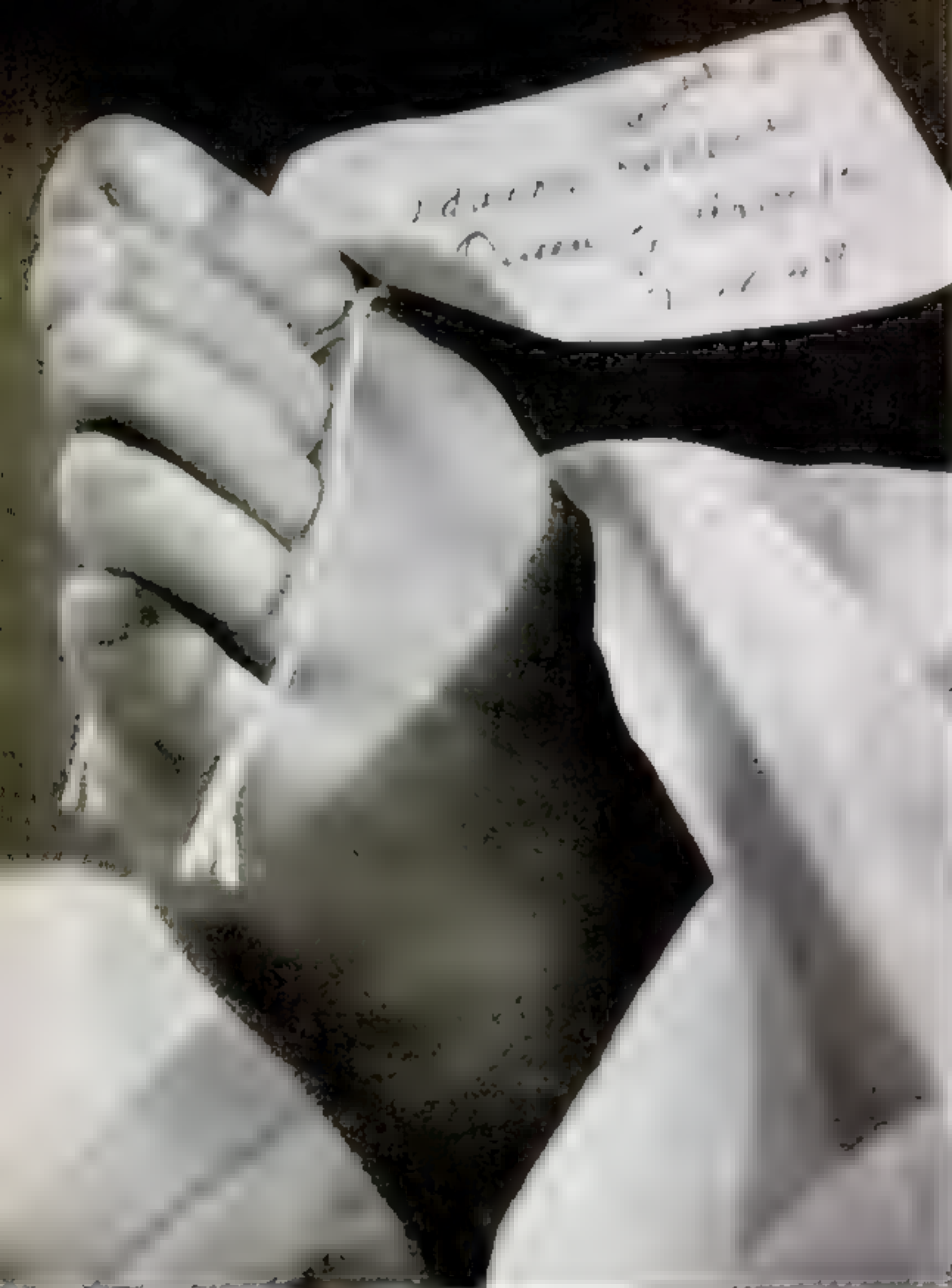
Last month a delegation of local housewives called on Whitney's young mayor, Fred Basham, and asked him to get rid of the unsightly bench. Said Mrs. T. E. Bagley, "Why, they must spit two or three gallons a day! They ain't died fast enough, these old men!"

Basham complied. But no sooner was the bench removed than the embattled gaffers were back again, sitting wrathfully on nail legs. When police threatened to confiscate the legs, the old men got up a petition for a special election to determine whether the bench should be restored. "I never heard of such foolishness," cried 97-year-old Tom Rose, dean of the bench sitters. "Come here in '77 from Tennessee. Been married 76 years, and my wife ain't whipped me yet."

On July 30 reform took a terrible beating. The vote was 124 to 67 in favor of the bench. Triumphant the old men lugged it back and sat down once more, loafing, whittling, spitting and passing judgment on everything that passed.



OLDEST SITTER, TOM ROSE, 97, angrily demands, "What do they expect us to do, go hide in the woods?"



TAGGED TOE On a slab in Los Angeles County morgue, the left foot of minor mobster Edward ("Neddie") Herbert is ticketed after the Sunset Strip ambush that Herbert's boss, Mickey Cohen, survived (LIFE, Aug. 1). Herbert died of his shotgun wounds and was buried in New York.

LIGHTNING'S PATH At the start of a baseball game at Baker, Fla. there was a sharp thunderclap and a dazzling bolt of fire ran down the third-base line. Here a fan points to the 40-foot furrow dug by the lightning bolt that killed three players and injured some 50 people.



IN SHOREHAM SUITE, BECK'S WORKERS PLOT VOTE-GETTING STRATEGY



BROWN (LEFT) TELLS OWLETT "NO, THANKS"



LOSER BECK, SCOTT, WINNER GABRIELSON

G.O.P. BATTLE In Washington's Shoreham Hotel last week there was a flurry of politicking that rivaled a national convention for bitterness. The Republican National Committee had met to kick out one chairman and elect another, as a long-simmering feud reached the boil-

ing point. Hugh Scott, the Pennsylvania congressman who was thrust on Tom Dewey a year ago by the Grundy machine, had barely squeaked through one test of strength in January. Now, under fire from a coalition of Taft and Stassen forces, he was ready to resign. The alliance had put up pipe-puffing Guy George



NO-POINT LANDING When he opened his eyes after crashing into a clump of pine trees near Union, S.C., Pilot Everett Haydock saw that it might have been worse. There he was 40 feet in the air with only a scratched elbow. So he got out and shinnied down a tree.



GARTERED LEG By way of unveiling, Hollywood fashion, a 34-foot leg advertising its product, a Los Angeles hosiery maker sent Movie Actress Marie Wilson aloft to snatch the garter off the sign. She got the job because the plaster leg was supposed to be modeled after her own.



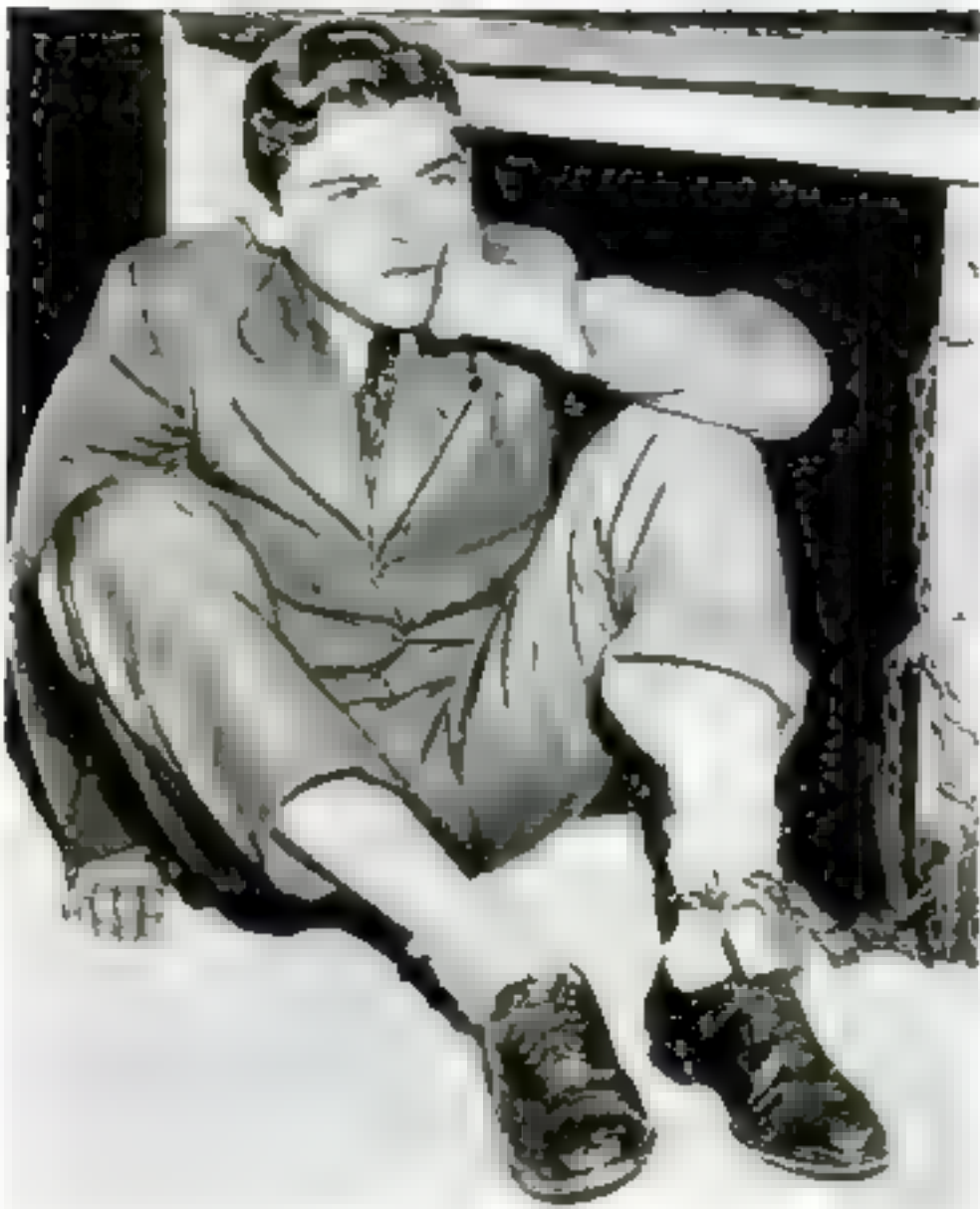
AS BATTLE RAGES, AUTHOR KELLAND PUTS HIS HEAD IN HIS HANDS AND WEEPS

Gabrielson, 58, a smooth and successful lawyer and industrialist from New Jersey. A stop-Gabrielson group led by Pennsylvania's Mason Owlett tried to talk Ohio's Clarence Brown into running and was turned down—Brown was sticking with Taft. A flock of others refused to run, but finally South Dakota's Axel J.



AFTER NARROW VICTORY, CHAIRMAN GABRIELSON'S BOOSTERS SHAKE HIS HAND

Beck agreed to. In the end Gabrielson won by a bare majority of 52 votes out of 100—but not without struggles that at one point had Arizona's Clarence Budington Kelland in tears (above, left). The new chairman at once called for party harmony, but judging by Scott's experience, achieving it would be a tough job.



CHAINED TO THE BED, Eddie at 17 was disciplined by his father for a round of petty thefts and burglary.

CRIMINAL SHOOTS IT OUT WITH POLICE

Photographers get a rare chance to document a gun battle in Chicago

When Eddie Shumak was 17 his father chained him to the bed at home because he had been getting into trouble with the Chicago police. But he kept right on getting into trouble. He got six months in the county jail. Then he went on probation, violated it and got a year at Joliet. By the time he was 21, Eddie was a confirmed criminal.

Last week Eddie Shumak was driving a stolen car down Wacker Drive when a policeman casually stopped him because he was driving in the wrong lane. Eddie thereupon set off one of the hottest gun-fights that even Chicago had ever seen. He shot the officer. Then in a wild chase he raced eight blocks through Chicago's business district, ducked into the North Western Railway station, dashed into a rest room and yelled at the police, "Come and get me!"

They did, almost 100 of them. Converging from all over Chicago, they surrounded the station and opened fire on the rest room. One policeman got into Eddie's line of fire and was nicked in the forehead (below). Eddie held out for 10 minutes.

Then, realizing he was hopelessly trapped, Eddie Shumak made a last desperate gesture. He opened the door and tried to break away. A burst of sub-machine-gun fire hit him. He flopped back onto the dirty washroom floor, quivered only once.

Seldom are photographers able to get to a gun-fight in time to record it. But this one happened in the center of Chicago, within three blocks of three newspaper offices. So photographers could race to the scene and get these dramatic pictures of the inglorious end to Eddie Shumak's inglorious career.



A DRAMATIC MOMENT IN BATTLE COMES WHEN A POLICEMAN (ARROW) YELLS, "I'M HIT." INCLUDING THE ONE WHO FIRST STOPPED HIM, EDDIE WOUNDED FOUR COPS



SKIRTING AROUND THE SIDE OF THE STATION, POLICEMEN POSITION THEMSELVES AT THE WINDOWS. THE CROWD AT THE CORNER IS HELD OUT OF THE LINE OF FIRE



THE BATTLE OVER, THE CROWD SWARMS UP TO ONE OF THE GRILLED WINDOWS TO PEER INSIDE THE STATION. MORE THAN 1,000 GATHERED TO WATCH THE GUN FIGHT



FILLED WITH AT LEAST 15 BULLETS AND DRAPED WITH A ROUGH BLANKET, THE BODY OF EDDIE SHUMAK IS UNCEREMONIOUSLY CARRIED OUT OF THE STATION



SHACKLED TO A POLICEMAN AND LED BY A "SEEING EYE" DOG, STEAMBOAT JOHNSON PLAYS HIS PART WELL. ACTUALLY HE HAS HIS EYES EXAMINED EVERY YEAR



OTHER UMPIRES AT THE PARTY REALIZE THE UMPIRE'S FONDEST AMBITION: THEY LOUDLY BOO THE FANS

"THE UMP'S BLIND!"

"Steamboat" Johnson has a day and pretends that he really is

One of the most popular phrases of baseball fans was acted out by a real live umpire in New Orleans on July 28. He came out onto the field, his eyes shrouded by big dark glasses, his way led by a none too dependable "seeing-eye" dog.

The occasion was a celebration in honor of Harry Samuel Johnson, who has been an umpire in the Southern Association for 30 years and whose fog-horn voice long ago earned him the name "Steamboat" Johnson. Steamboat earned his doubtful reward the long, hard way. In his colorful career as an umpire, the old veteran (he has never admitted his age) can look back on the days in the West when cowboys shot every high fly out of the air. He was once beaten over the head by an irate woman fan in New Orleans. He estimates that he has rendered more than 1,300,000 decisions. He has had to dodge at least 4,000 pop bottles. "But," he adds philosophically, "only 20 of them hit me."

A young boy with brown hair is floating in a red inner tube on a river. He is smiling and waving his right hand. The background shows a river with some rocks and a bridge in the distance.



Kellogg's
PEP

PEP

**WHOLE
WHEAT
FLAKES**

Yours truly, too, for goodness

"M-m, good!" Every spoonful of R&R is crisp flakes of whole wheat. And extras in every bowlful... Vitamin B₁ for pickup these warm mornings... and protective Sunshine Vitamin D. Enjoy your R&R in the Regular Size!



Choose the one
you love the best!
Kellogg's Corn Flakes. Pep.
Rice Krispies. Shredded Wheat.
Corn-Soya. Bran Flakes. Krumbles.
Made by Kellogg's of Battle Creek.

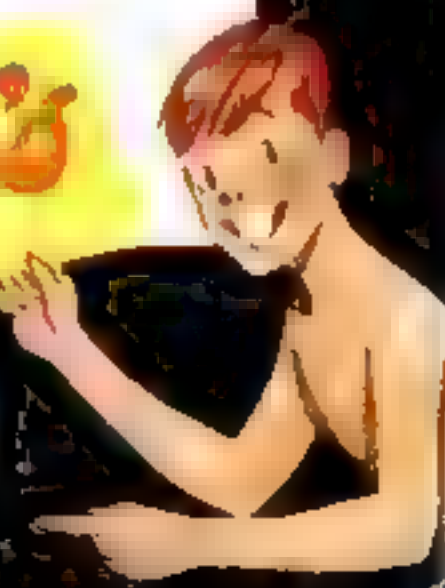
**PEP—one of the “keep cool” winners
in Kellogg’s VARIETY PACKAGE!**

Take a vacation from humdrum breakfasts this warm weather. "Choosy" folks go right to town on Kellogg's *real* VARIETY. It's a cool roundup of 7 *different* cereals in 10 generous boxes. Wheat, corn, soya, rice in crisp flakes shreds or pops. All Kellogg favorites. **ALL KELLOGG-FRESH!** So good it's *the* favorite assortment. So popular because . . .

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MOTHER KNOWS BEST!



Knead no more,

PILLSBURY BRINGS

NO-KNEAD METHOD

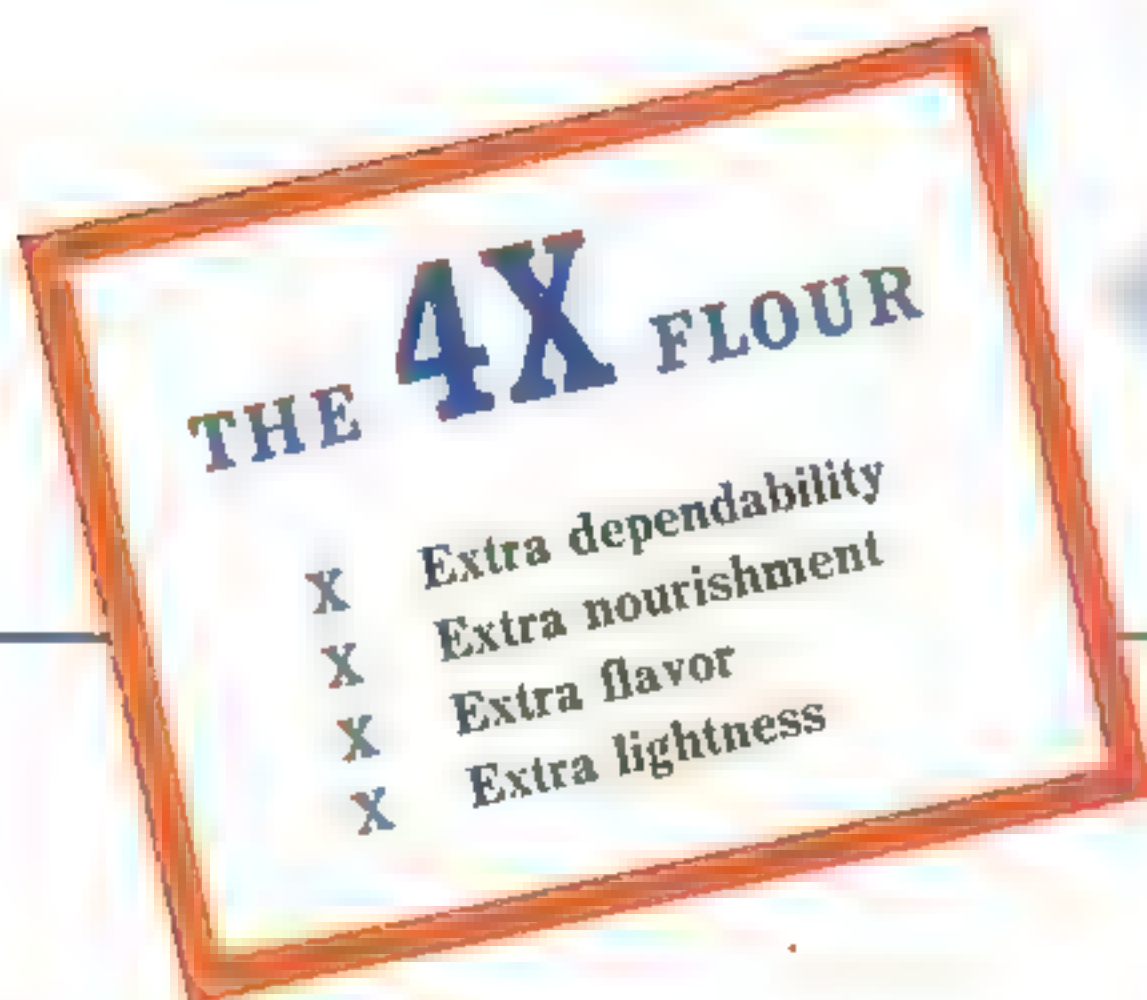
developed exclusively for

Pillsbury's **BEST**

1/2 THE MAKING TIME

ONLY ONE RISING

NO KNEADING



Pillsbury's

YOU BAKE YOUR BEST...



SAVE PILLSBURY EXTRA-VALUE COUPONS

Get valuable articles at real savings on Pillsbury coupon plan. Extra-value coupon with each Pillsbury package. Write for free Premium Booklet to Pillsbury, Box 150, Minneapolis, Minnesota.

My Lady!

NEW EASE TO HOME BAKING

Up here in Minneapolis, we are constantly trying to develop new, colorful and tempting things for you to bake. And, in developing them, we always keep in mind, too, that your time is precious.

One of our most notable attempts to save you time—and give you beautiful baking—is our No-Knead method. As you know, we developed it especially for our Pillsbury's Best.

It gives you richer, more plump and handsome homemade rolls. These rolls require just one rising instead of two . . . the making time is cut squarely in half. And there is no kneading.

Of course, this is simply one of the newly found uses for our long-famous Pillsbury's Best. You can expect traditionally fine results when you use our all-purpose Pillsbury's Best for pies, cookies, cakes, gravies . . . everything!

We hope you'll have occasion, soon, to try our wonderful No-Knead method.

Ann Pillsbury
DIRECTOR
PILLSBURY'S HOME SERVICE CENTER



NO-KNEAD RICH DINNER ROLLS

BAKE at 400° F. for 15 to 20 minutes. MAKES 14 to 16 rolls.

- | | |
|--|---|
| Combine.... $\frac{1}{2}$ cup scalded milk | may be chilled. Place in greased bowl, cover and refrigerate for at least two hours.) |
| $\frac{1}{4}$ cup shortening | |
| 2 tablespoons sugar | |
| $1\frac{1}{2}$ teaspoons salt. | |
| Cool..... to lukewarm by adding $\frac{1}{2}$ cup water. | Shape..... dough on floured board into rolls. Place in greased pans. |
| Add..... 1 cake compressed yeast (or 1 package dry granular yeast dissolved as directed on package*); mix well. | Let rise..... in warm place (85° to 90° F.) until double in bulk; allow about 1 hour for unchilled dough, about $1\frac{1}{2}$ to 2 hours for chilled dough. |
| Blend in.... 1 egg. | Bake..... in moderately hot oven (400° F.) for 15 to 20 minutes. |
| Add gradually 3 cups sifted Pillsbury's Best Enriched Flour; mix to a soft dough. (If desired, dough | |

*The amount of water used to dissolve dry yeast should be subtracted from total amount of liquid specified in the recipe.

BEST

WITH PILLSBURY'S BEST

This may help you win

\$50,000

Get a token like this
at your grocer's

AND SAVE IT!



Your grocer now has tokens like this. Get one and save it. It may help you win \$50,000 in a Pillsbury contest to be announced soon.



**A Whiskey Sour
practically labels itself...**

... when you make it with Paul Jones. Each sip clearly says—"Here's the whiskey that's first of all for flavor." You'll add: "It's first of all for value, too!"

Paul Jones
FIRST OF ALL... FOR FLAVOR!



FINE BLENDED WHISKEY. 80 Proof. 72½% grain neutral spirits. Frankfort Distillers Corp., N. Y.

THE GIRLS

They want elephants, less weight, more divorces and the nude look

SUDDENLY and for no plain reason the women of the U.S. were seized with an eerie restlessness. They were touchy, skittish, gripped by compulsions both noble and weird. Clothing seemed to annoy them. It fell off or they took it off, in Boston (right), in Louisville and Hollywood (below), or in Trenton, where a girl walked into the capitol pulling a stark naked child and said, "I'd like to see the governor."

Husbands seemed to annoy them. Anna Roosevelt Boettiger got a divorce. Ingrid Bergman said she was going to get one. A New York woman, whose husband dared her to stab him, did so. In Virginia a woman was charged with beating her husband to death with a milk bottle. In New Jersey a woman refused to buy her husband a girdle and complained in court when he wore hers.

Some went out of their way to find trouble. In Ohio, where two men were merely trying to defraud a drive-in theater by stuffing their wives into the trunk of a car for the ride past the ticket-collector, a third woman upset the scheme with a cry of "Kidnapers!" Other women's aspirations grew very large. A Channel swimmer (p. 42) was in the headlines. In New York a model who in seven short weeks rose from "Miss Make-Up of 1949" to "Miss Swim of Rye Beach" to "Miss Wrap Around" to "Miss New York City" quit her manager because he hadn't yet made her "Miss America." In California a woman filed suit against the sponsors of a quiz program because they wouldn't give her an elephant. Everywhere, women were very restless.



IMPROPER BOSTONIAN, a model named Vel Dorne, raises the eyebrows of bystanders as she strolls through the city in the midsummer heat. She wore the bathing suit on a prolonged tour "to see what would happen." Nothing happened.



LOOSE PANTALETs harass Betty Anne Busch during a performance of *Blossom Time* in Louisville, Ky. She weathered the incident, kept on dancing.



NO PANTALETs—nor any other underthings except an item called a "gee-whiz string"—are worn by Yvonne De Carlo in a style, "The Nude Look."



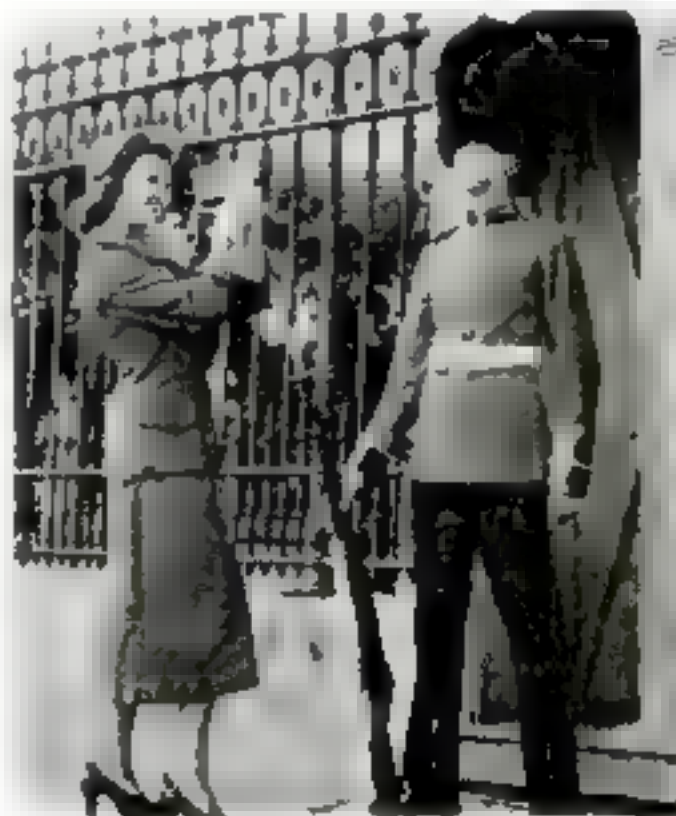
"EASTWARD HO" is slogan of Mrs. Olgie Lamear, riding a horsecart from Arkansas toward Vermont. With her she carries two dogs, 12 goats, 48 chickens.



DIVORCEE Anna Roosevelt Boettiger gets decree in Arizona, on grounds of desertion, from Newspaperman John Boettiger after 14 years of marriage.



CONVALESCENT Barbara Hutton (right), down to 88 lb., gains weight in Venice while U.S. women, led by Mrs. Truman (she lost 20 lb.), try to reduce.



MORALIST Bebe Shopp, "Miss America," sight-seeing in London, attacked French bathing suits: they have "a bad effect on men and people generally."

SLEEP—like a log!



He can thank Phillips' ANTACID ACTION for this!

There's nothing worse than that restless, fretful, can't-get-to-sleep feeling which acid indigestion can cause. But this condition—which often accompanies constipation—can be relieved so quickly you'll be amazed. All you do is take

Phillips' Milk of Magnesia at bedtime. Phillips' is one of the fastest, most effective stomach acid neutralizers known. Almost before you realize it, your stomach acidity is eased away... and you're deep in the arms of sleep!

Start your new day FEELING LIKE A NEW MAN!



He can thank Phillips' LAXATIVE ACTION for this!

When you awaken in the morning, wonderfully rested after a good night's sleep, you'll agree that Phillips' is an excellent acid neutralizer. But Double-Action Phillips' is also a marvelous laxative. And the constipation relief it provides will help you start your new day feeling like a new man!

SO GENTLE FOR CHILDREN... SO THOROUGH FOR GROWNUPS

PHILLIPS'

MILK OF MAGNESIA

Liquid or Tablets

Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in \$1.00, 50¢ and 25¢ sizes.



THE GIRLS CONTINUED



DANCER BETTY HUTTON, who was not restless herself, had to act as though she were for the sake of the box office. To advertise a movie called *Let's Dance*, press agents had her hoist her active but weary legs up on a railing.



"GOLF WIDOWS" sit in a row at the Newport (R.I.) Country Club, watching their husbands tee off. In the week of restlessness these women were unique because they were doing nothing, saying not a word, merely looking pretty.



GERTRUDE EDERLE, now 42, smiles restlessly as she waits for news of Channel swimmer Shirley France (p. 42), who was scheduled last week to try to duplicate, and perhaps to eclipse, Miss Ederle's accomplishment of 1926.

CONTINUED ON PAGE 42

Figures to sing about — for a song

Left: Warnerette #366, \$3.50. Warner's Bra #2290, white, pink, blue brocade both, \$1.50. Satin, \$1.75.

Right: Sta-Up-Top Warnerette #634, \$5.00. Extra large, \$6.50. Warner's Bra #2207, white, pink, blue, black nylon taffeta and nylon marquisette, \$2.50.



Famous patented STA-UP-TOP WARNERETTE only \$5⁰⁰
WARNERETTE only \$3⁵⁰

Here are two wonderful Warner ways to be little for less. Every woman should figure on them both! One curbs your curves, one goes a step further and *higher* to whittle your waist as well.

The *Sta-Up-Top Warnerette* #634 features that famous waistband that won't roll over. The same band you find on Warner's girdles costing up to four times as much.

Warnerette #366 is a honey to have handy when your casual, loose-fitting clothes don't call for such a little middle.

In 7 wonderful ways both are wonderful buys

1. The free 'n easy knitted feel of two-way elastic that slims your hips, trims your tummy, flattens your derriere.
2. All 'round seamless fit that tapers where you taper, smoothes you in one sleek, unbroken line.
3. Best friend your nylons ever had! Warnerettes have 6 elastic garters that stop strain on stockings.
4. A snappy, lively, elastic band at the bottom "steps out" when you do without losing its slimming control.
5. A parade of pastels to choose from... white, pink or blue. Warnerette #366 also comes in bewitching black.
6. They're pinchless! They're matchless! They wash in a wink...fit like a dream...wear forever and then some.

7. Both come in freedom lovin' pantie girdles. At leading stores everywhere.

WARNER'S
3-Way-Sized
Foundations and Bras

WORLD FAMOUS FOR LE CANT® • WARNERETTE® • STA-UP-TOP®
 "FREE-LIFT" • REDFERN® • A'LUKE® • Reg. U. S. Pat. Off.
 The Warner Brothers Company, New York 16, Chicago 6, San Francisco 6



"SHE KNOWS YOU HAVE A SWIMMING POOL—
BUT HE USES Mennen BRUSHLESS SHAVE."

It Keeps You Presentable Longer

MORE DOCTORS
who Specialize in Skin Care
USE MENNEN BRUSHLESS
Than All Other Brands Combined

*Helps Make Beards
Up to 47% Softer*

LARGE SIZE 35¢

GIANT SIZE 49¢



MEN WITH DRY HAIR!

Read why

3 Out of 5 Men Chose This Amazing Hair Conditioner*



- Keeps even driest hair neatly, naturally in place!
- No grease to "gum up" hair!
- Fortified with lanolin, that's so much like the natural oils of your scalp!
- No alcohol to make dry hair even drier!
- Has a masculine aroma!
- More for your money! Big 5-ounce bottle only 49¢.

**Over the second choice brand
in comparison survey*

THE GIRLS CONTINUED



AT DOVER A CROWD STANDS BY TO WATCH SHIRLEY PRACTICE

LITTLE SHIRLEY AND THE BIG SWIM

BY CABLE FROM DOVER

Shirley May France, facing a more strenuous undertaking than any of the current crop of restless women, is the calmest and certainly the prettiest of the Channel aspirants and hangers-on now crowding the Dover beach. Blond and blue-eyed, she has a 16-year-old's reserve and speaks in accents more suggestive of Brooklyn than of her Massachusetts home, charming the British as she chirps her "Pleased ta meetcha" or "Same here."



"BLACK MAGIC" on suit is an ad for a moving picture.

In addition to her father, a red-faced, \$35-a-week oil burner serviceman, her retinue includes her trainer; her chaperone, the high-school French teacher who has never been to France; a sports reporter of the Fall River *Herald News*,

and Broadway's special contribution, double-talking Ted Worner, who handles her itinerary, business and the press with masterly confusion. He scrambled together the meager finances for the trip and explains his own press relations cheerfully: "I was making deals and exclusives with everybody." For a day the reporters and photographers who dog Shirley May's every step in Dover went black with rage, but when they realized that his "exclusives" were more irritating than prohibitive they settled back into a relaxed routine of amiable squabbling.

Shirley May's father, who once hoped to swim the Channel himself and trained his daughter from childhood, has his own publicity ideas. When companions put up the money for a phone call home, he notified the press that Shirley May would be talking to her mother. "She misses her mother," Pop explained. "You watch, she'll cry." Shirley said, "Hello, Mom. It's 11:15 here." "On my Kingston watch," shouted her alert press agent, mindful of the \$500 put up by the Kingston Watch Company for her journey. Dutifully Shirley reported, "I'm training hard and I'm in good shape. I'm gonna make it. You watch." Before hanging up Shirley murmured, "It's nice here in England. It's better at home, though." That did it. She started to cry. Pleased as Punch, Pop announced, "She's crying now," and the reporters solemnly looked at one another, agreeing, "It's the normal reaction."

Just as normal was Shirley's prim reaction to the blast which greeted the news that she planned to swim in the nude. She won't. She will be greased like a frying chicken but she will be clothed. Right now she and her coach seem to be the only ones mindful of the ordeal she has yet to face. The big noise in the press gives Shirley May the feeling that she is out on a limb, and she dreads crashing down if she doesn't succeed. In the face of her rivals, friends, family, backers and the writers and readers of the world's press she strives desperately to believe what is fast becoming the most inaccurate statement of the summer: "It's a personal thing," says Shirley May, "between me and the Channel."

—FRANCES LEVISON

ONLY NASH



CAN BUILD THIS VALUE!

Here you see, at the right, why Nash gives you the most for your money in the 1949 cars—

The most in style—in features—in size—performance—and economy!

You're seeing the only car with a Girder-built, Unitized Body-and-Frame—safer, stronger, rattle-free.

Only 62 inches high, Nash Airflyte has more road clearance than before—yet has more head-room and leg-room . . . and seats so wide they can turn into Twin Beds.

Nash Airflyte alone has a curved one-piece windshield on all models.

Nash Airflyte can offer the smoothest ride known—with all four wheels cushioned by coil springs.

Nash Airflyte, low to the road, has incredible security on curves.

And the big Nash "600" delivers over 25 amazing miles on a gallon at average highway speed!*

Before you buy any new car, drive a Nash Airflyte—and *try* to find its equal! For value—and for the *thrill* of driving the world's most advanced automobile!

It's in two series—the Nash "600" and Nash Ambassador. Your Nash dealer will gladly demonstrate.



Nash

Airflyte

GREAT CARS SINCE 1902

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Michigan



IF IT'S FLAVOR YOU'RE HUNTING—Hunt- for the best



America's
Finest-Flavored
Tomato Sauce
...because it's
**KETTLE-
SIMMERED**

HUNT'S WESTERN ROUNDUPS

Oh, what a delicious recipe—thanks to Hunt's, the richer, extra-flavorful tomato sauce that's *Kettle-simmered!*

- 1 recipe biscuit dough
- 1 cup finely ground ham, spiced ham, etc.
- 2 hard-cooked eggs, chopped
- 2 tbsp. chopped green pepper
- 1 tbsp. minced onion
- 1 tbsp. chopped sweet pickle or pickle relish
- 2 cans HUNT'S TOMATO SAUCE

Prepare biscuit dough according to your favorite recipe. Roll into rectangle 10 x 12 inches. Mix meat, eggs, green pepper, onion and pickle or relish. Spread on biscuit dough. Roll as for jelly roll. Cut into 8 slices. Place on greased baking dish. Pour 1 can Hunt's

Tomato Sauce over Roundups (that zesty, all-tomato flavor makes ordinary recipes lip-smacking good). Bake in hot oven (400°F) 25-30 minutes or until done. Heat remaining can of Hunt's Tomato Sauce and ladle its spicy richness over the Roundups at the table. Mmmm—but it's delicious!

Hunt's Tomato Sauce is slowly *Kettle-simmered* with fine seasonings and spices (it's *all* tomato). But it costs you only a few pennies—much less than the price of a can of soup! Cook it into your meat loaf, soups, spaghetti, stews, casseroles, leftovers.



For breakfast or dessert—
**HUNT'S
HEAVENLY PEACHES!**



TENT PEGS DOWN, GIRL BEGINS TO DOFF HER DRESS FOR BATHING SUIT

ROBE FOR DISROBING

A dress to undress in, called a "Cabana Kimono," is the newest fashion gadget to show up on the Riviera. Designed by Schiaparelli, it consists of a big piece of toweling and four tent pegs to hold it down. To use it the wearer sticks pegs into the sand, then crawls inside and turns herself into a tentpole. Then, by a series of contortions (*below*), she changes her clothes and can walk away wearing the tent as a beach robe.



TENT TECHNIQUE for undressing is hampered by a sudden wind which pulls up pegs (*bottom, left*). Small mallet goes with robe to drive pegs deep.

"Soaping" dulls hair— Halo glorifies it!



Yes, "soaping" your hair
with even finest liquid or cream
shampoos hides its natural
lustre with dulling soap film

✓ Halo—not a soap, not a cream—contains no sticky oils, *nothing* to hide your hair's natural lustre with dulling film. Made with a new patented ingredient, Halo brings out glossy, shimmering highlights the very first time you use it! Its delightfully fragrant lather rinses away quickly, completely in any kind of water—needs no lemon or vinegar rinse. For hair that's naturally colorful, lustrously soft, easy to manage—use *Halo Shampoo*! At any drug or cosmetic counter.



✓ Not a soap, not a cream—cannot leave dulling film!

✓ Quickly, effectively removes dandruff from both hair and scalp!

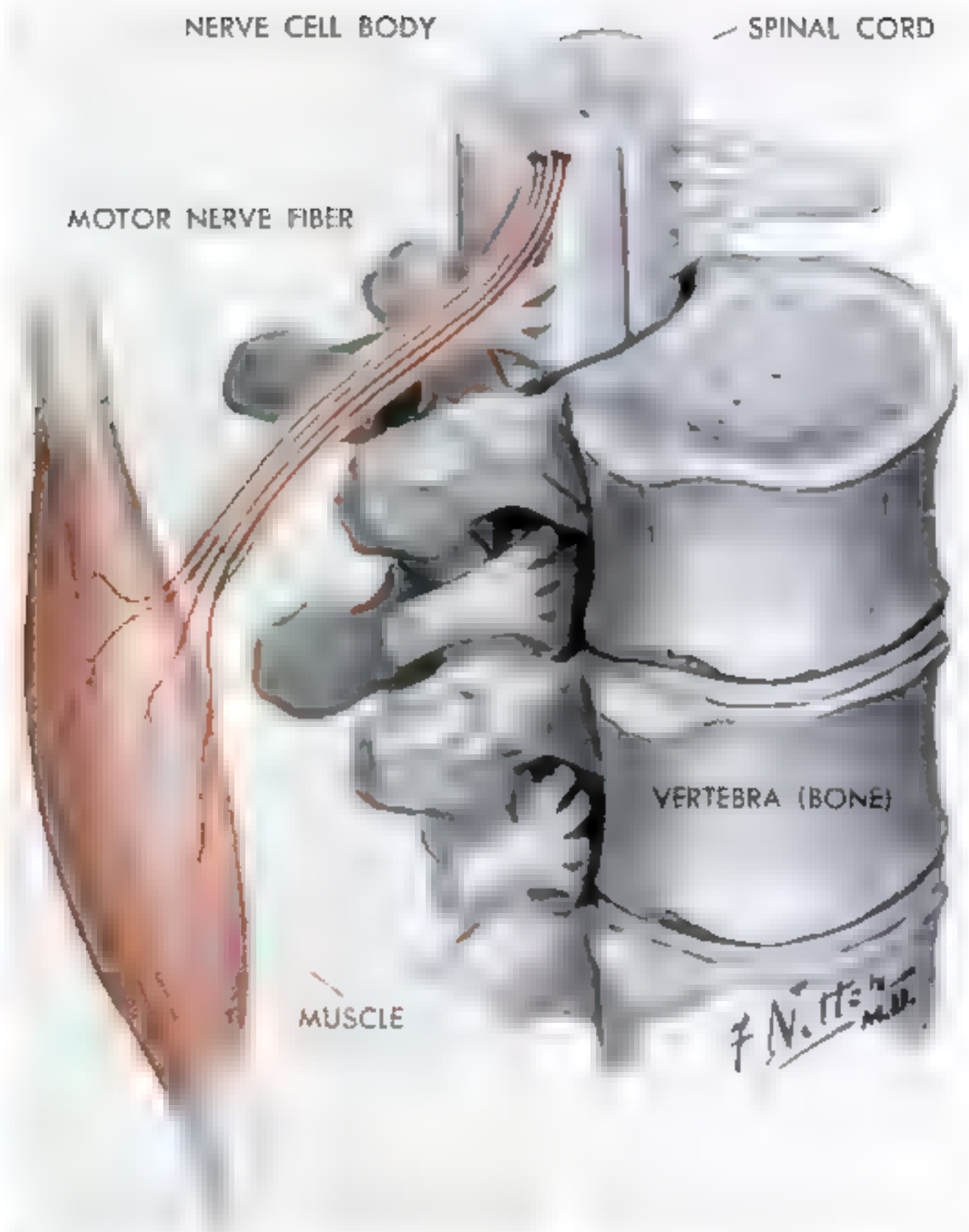
✓ Gives fragrant, soft-water lather even in hardest water!

✓ Leaves hair lustrously soft, easy to manage—with colorful natural highlights!

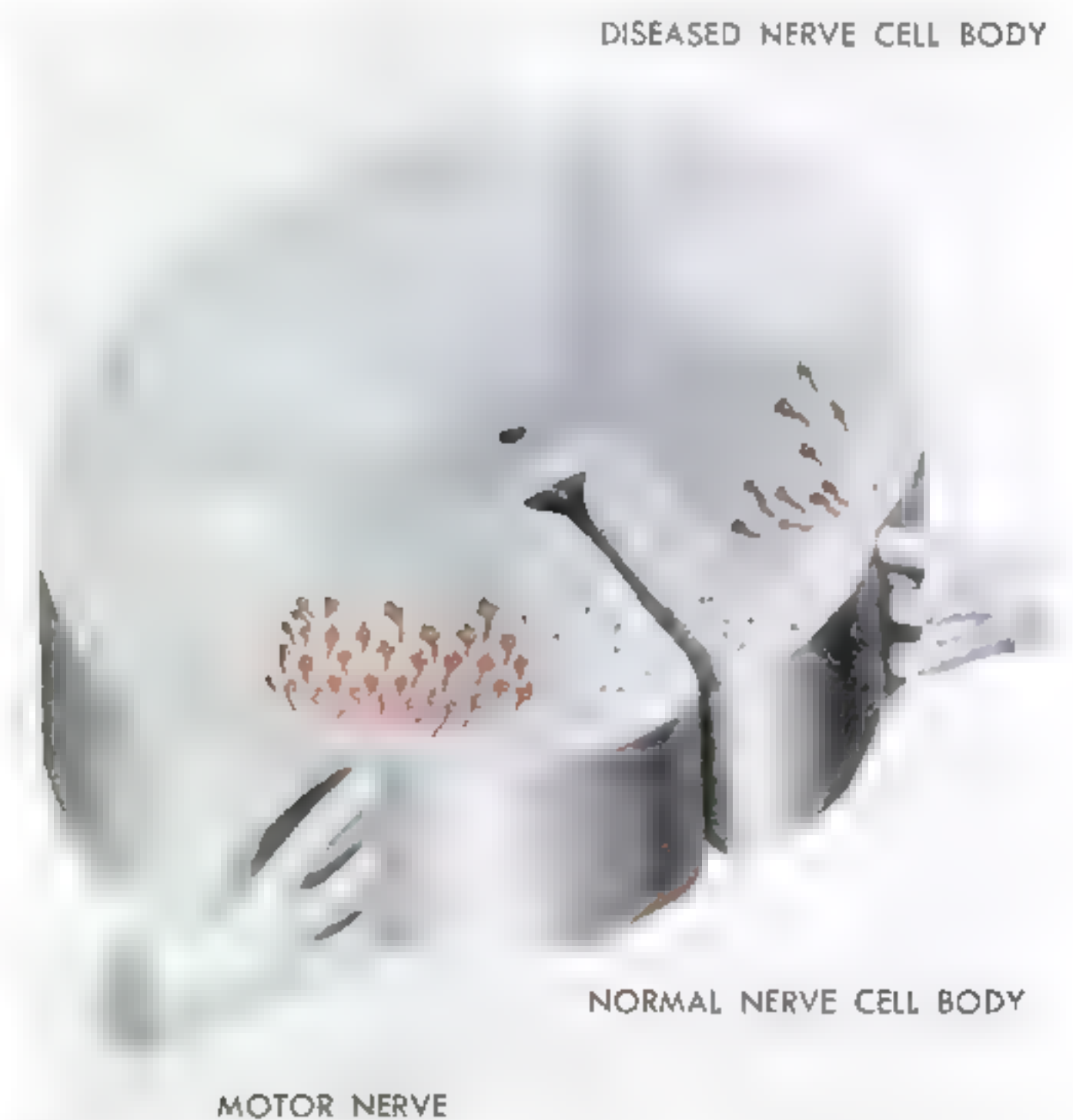
Halo reveals the hidden beauty of your hair!



WHERE POLIO VIRUS ATTACKS is shown above in red. The spinal cord is most often affected but parts of brain, facial nerves and possibly the solar plexus may also be involved. Organs shown in pink are known to contain virus and may act as a reservoir for the germs but are apparently not directly affected by them.



SECTION OF SPINE shows schematically the mechanics of nervous system which are disrupted by polio. Spinal cord contains millions of cell bodies, each with a long fiber which extends out through branching motor nerve to activate a few strands of muscle. If virus destroys cell body, muscle strands are paralyzed.



SECTION OF CORD, considerably enlarged, shows H-shaped core of gray matter which contains motor cell bodies, and surrounding white matter which contains vertical bundles of nerve fibers. Effects of polio are illustrated by contrast between the normal, cell-filled gray matter at left and the diseased tissue at right.

POLIO

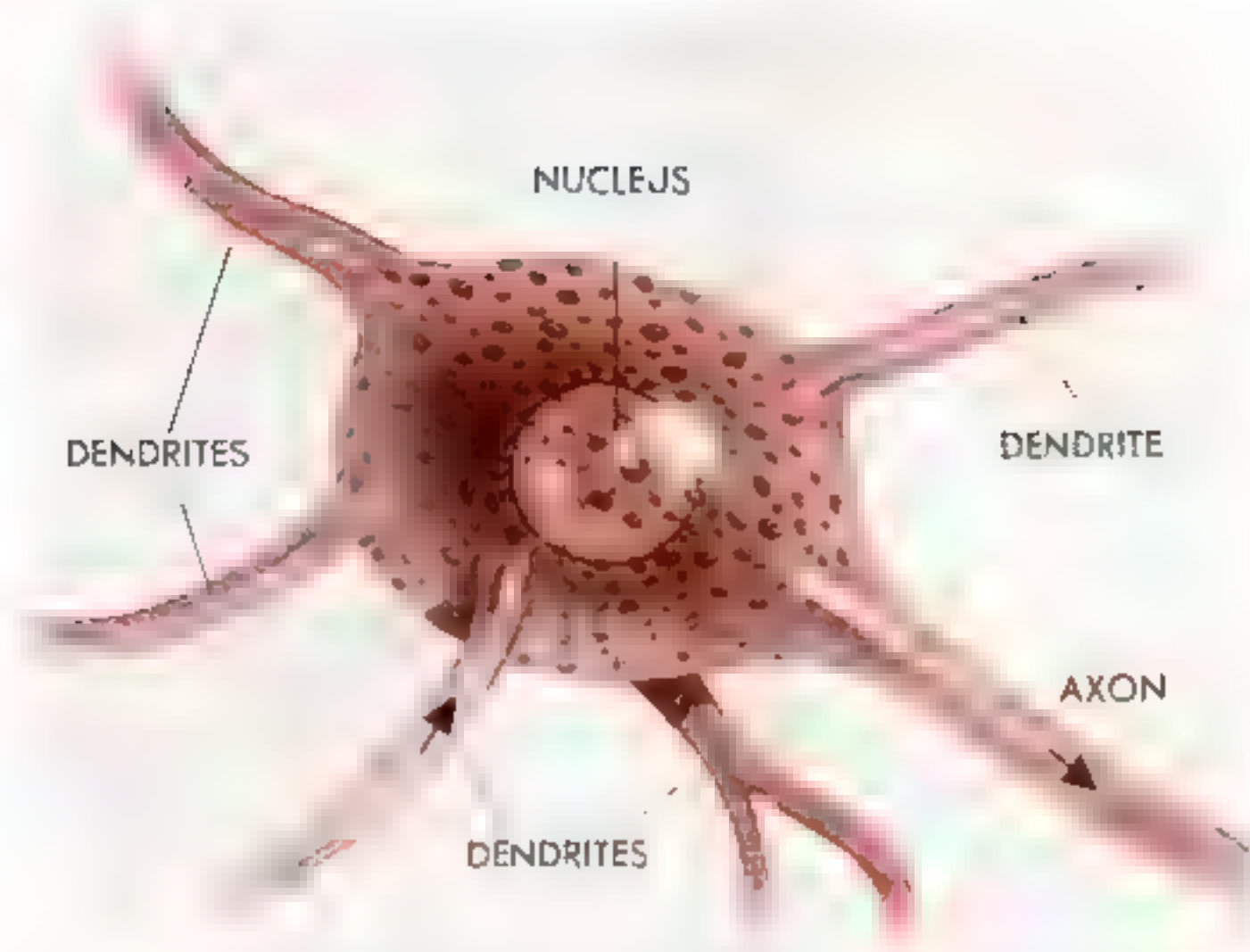
Summer season brings epidemics of this uncontrollable disease

THROUGHOUT the nation last week the threat of polio was growing. Starting with some spotty outbreaks during May and June the disease had reached near-epidemic proportions during the sultry, drought-ridden month of July. By Aug. 1, 8,300 cases had been reported—a 43% increase over last year. Polio seemed more uncontrollable than ever.

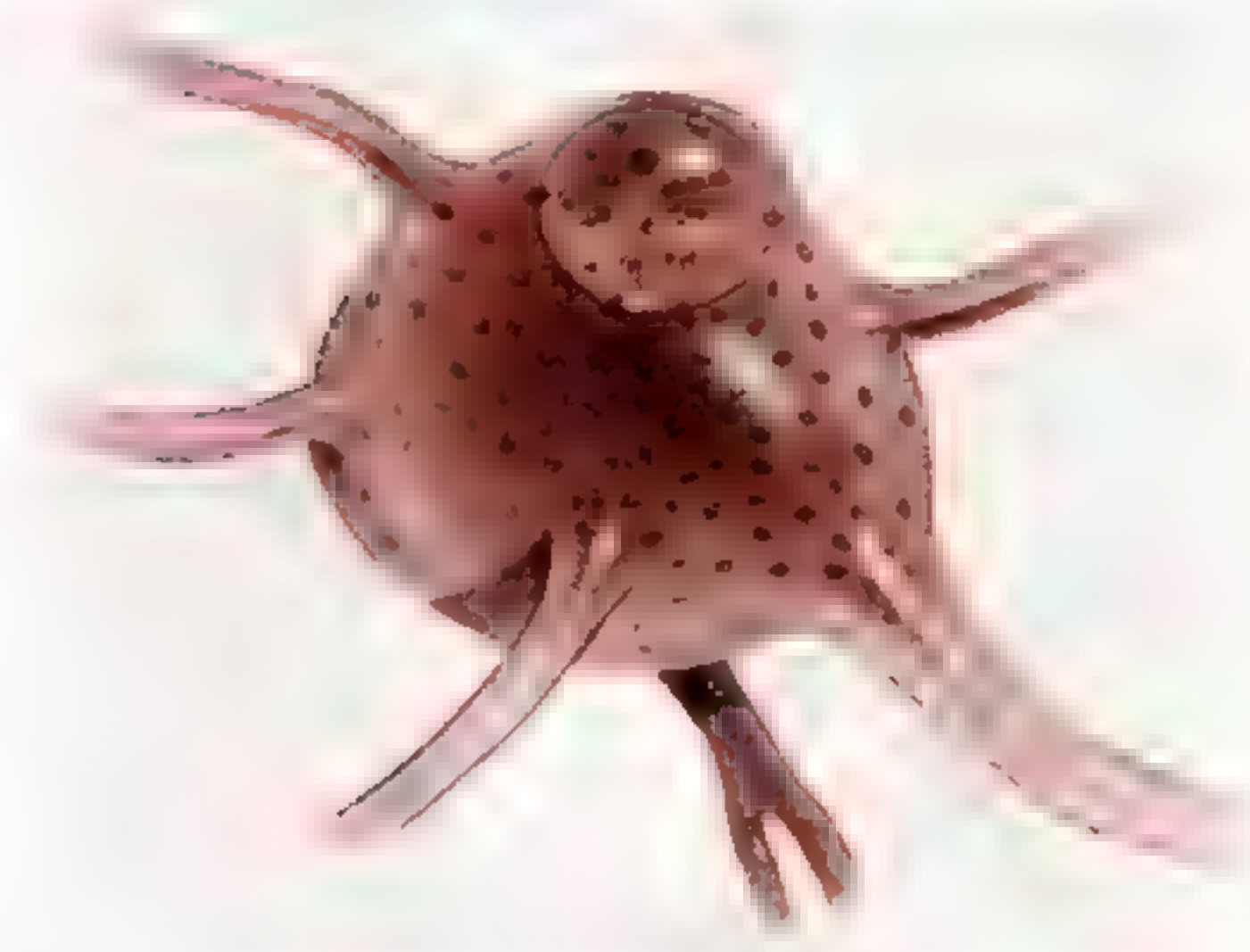
One of the most feared of diseases, polio is capricious, unpredictable, sudden. It is most widespread in summer, when children are otherwise healthiest. Often called infantile paralysis, it is not limited entirely to children, but seems to affect more adults every year. The disease varies widely in intensity: of all diagnosed cases about 8% die and another 15% are left paralyzed. The rest recover with little or no ill effects. And for every diagnosed case there are probably 50 too mild to have been recognized. There is no preventive for polio and no cure. There is not even a sure means of early diagnosis, for its first symptoms (headache, stiff neck, nausea, sore throat and low fever) are neither consistent nor distinctive. Its variable incubation period (three to 35 days) adds to the difficulty of recognizing and treating the disease.

Scientists know now that polio is caused by a virus—perhaps by several kinds of virus. They know also that these tiny organisms cause paralysis by attacking the nerve cells in the brain and spinal cord (left) that control muscle action. But how polio is spread, how the virus enters the body, they do not know. The major source of contagion is the excrement and saliva of human carriers, and it may be that all cases result from human contacts or from the infection of foods by humans. But it is also possible that flies spread polio by carrying virus wherever they go, or that water and even air transport the germs.

In terms of medical progress the polio problem is still a serious one; but recent reports from the laboratories suggest that the situation may soon be improved. Research financed by the National Foundation's March of Dimes has already led to the isolation of several kinds of polio virus. A vaccine has been produced which will immunize certain animals, and it seems likely that in time a vaccine for humans will be found. Meanwhile, however, there are practical treatments (p. 51), developed out of the experience of many years, which can do a great deal to limit the destructiveness of polio and the deformities which sometimes follow in its wake.



NORMAL NERVE CELL is translucent and has a nucleus in its center. The small particles scattered through its interior are bits of protoplasm called Nissl bodies. Dendrites bring in impulses from the sensory and other connecting nerves, which are relayed by the axon (right) to the muscle fibers that the cell controls.



DISEASED NERVE CELL becomes swollen and lopsided. The number of the Nissl bodies is greatly reduced and interior of the cell becomes dark and opaque. The nucleus is displaced to one side. These are the first effects of the polio virus; if the damage does not go any further the cell may eventually return to normal.



DESTROYED NERVE CELL starts to shrivel and lose its form. Its dendrites and axon begin to disintegrate and its nucleus collapses. In time the cell disintegrates completely and the muscle fibers it serves, though not affected directly, become useless and atrophy. A cell which has been so damaged can never regenerate.

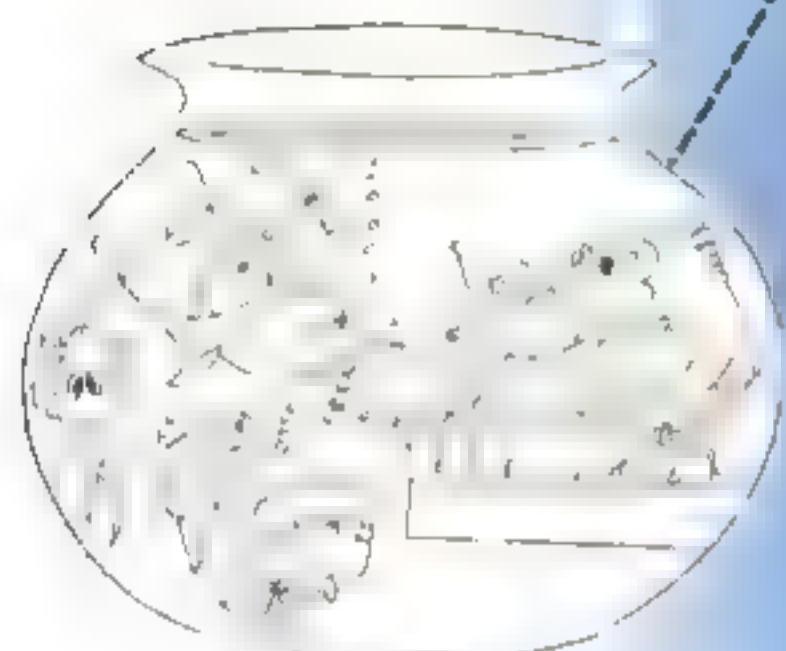


MUSCLES ATROPHY after extreme cases of polio, though they themselves have never been invaded by virus. When their nerve supply is cut off the muscles waste away through lack of use. Such muscles cannot be restored to their former size and strength but surgery can correct foot drop and some other deformities.

More
college men
want

Jockey

underwear
for classroom comfort



Get the
Complete
Jockey
Underwardrobe



Jockey Short
for active
sport



Jockey Midway
for every-
day wear



Jockey Baller
for dress-
up wear



Jockey Doo-Koon
protects lan-
der skin,
trouser press



Jockey Long
for full-leg
protection

Smart school boys everywhere choose Jockey underwear, the finest ever for snug, comfortable, no-chafe, no-and fit.

Jockey's famous features—no gap opening, protective creased pouch, smooth no-edge seams, and the elastic waistband of natural rubber all help Jockey assure you required masculine comfort. Look for the "Y-Flag" on the garment—it's your assurance that you're getting the famous Coopers product.

See your Jockey dealer. He has the "Hip-Tape," special measuring method copyrighted by Coopers. It assures you perfect fit all over—waist, hips and crotch. Then, get a supply of Jockey styles for real classroom comfort! Buy Jockey Contoured Shirts to match, short sleeves or sleeveless.

Also Jockey Underwear in Children's Sizes

Be modern... wear knit support underwear... insist on the **Jockey**® label



POLIO CONTINUED

HAZARDS TO AVOID



CROWDED POOLS may increase chances of acquiring the polio virus either from direct contact or from the water, which may be contaminated by saliva.



RAW MILK may be contaminated by insects or by germs out of the air.



OVERFATIGUE from too strenuous play weakens resistance to virus.



TRAVEL should be avoided if possible because child may carry polio from one area to another or may take unnecessary risk by entering an epidemic area.



TONSILLECTOMY in summer is risky, may increase severity of attack.



FLIES carry virus, may be a source of infection. Food should be covered.

CONTINUED ON PAGE 51

No Blue-sky claims...
just down-to-earth
smoking pleasure
from Old Golds!

For a Treat instead of a Treatment...
treat yourself to



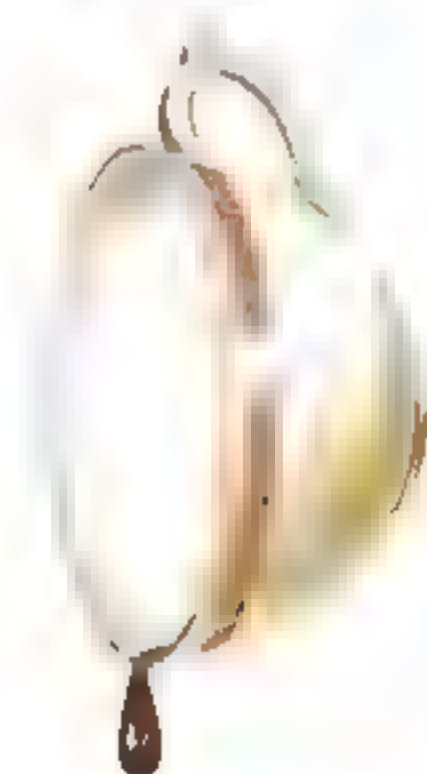


Everybody knows the sign of good coffee



Products of General Foods

Always a harmonious note—the friendly invitation to relax and refresh with Maxwell House. Watch faces light up with anticipation when that wonderful, rich, full-bodied fragrance greets your guests. See how they enjoy the first flavorful cup . . . and come back for still another. You know you'll please your friends when you serve Maxwell House, for this famous coffee is America's favorite, bought and enjoyed by more people than any other brand of coffee at any price! It's truly "Good to the Last Drop"!



Maxwell House . . . the one coffee with that "Good to the Last Drop" flavor!

POLIO TREATMENTS



HOT PACKS relax and soothe muscles during the acute phase of disease.



SUPPORTS under legs relieve muscles of strain. Nose tube is for feeding.



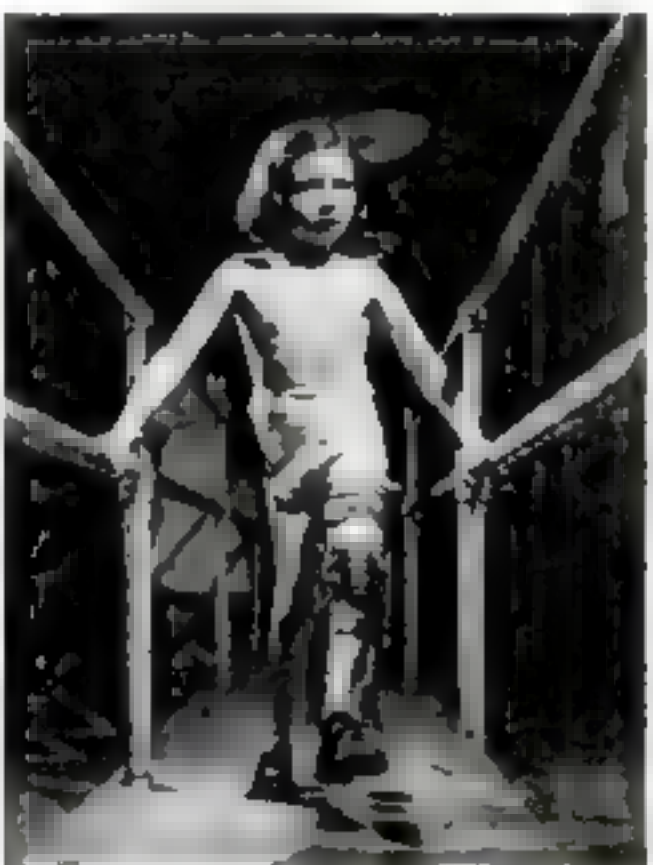
RESPIRATOR is used when muscles of chest or diaphragm are paralyzed.



WHIRLPOOL BATHS, gentle exercise help to rebuild weakened muscles.



CALISTHENICS strengthen muscles, prevent permanent contraction.



BRACE gives support to leg so that, with practice, child can walk again.



CURVED SPINE can be corrected by bone grafts between the vertebrae.



SHORT LEG, aftereffect of paralysis, can be fitted with a built-up shoe.

for a real vacation



No pot watching! New Gas ranges cook entire oven meals by clock control. Gas turns on—and off—automatically!



No guesswork! New automatic Gas ranges set and keep exact heats—from 250° for roasts to 500° for popovers!



No matches! Oven, broiler, regular and giant burners all light automatically the second you turn the valves!



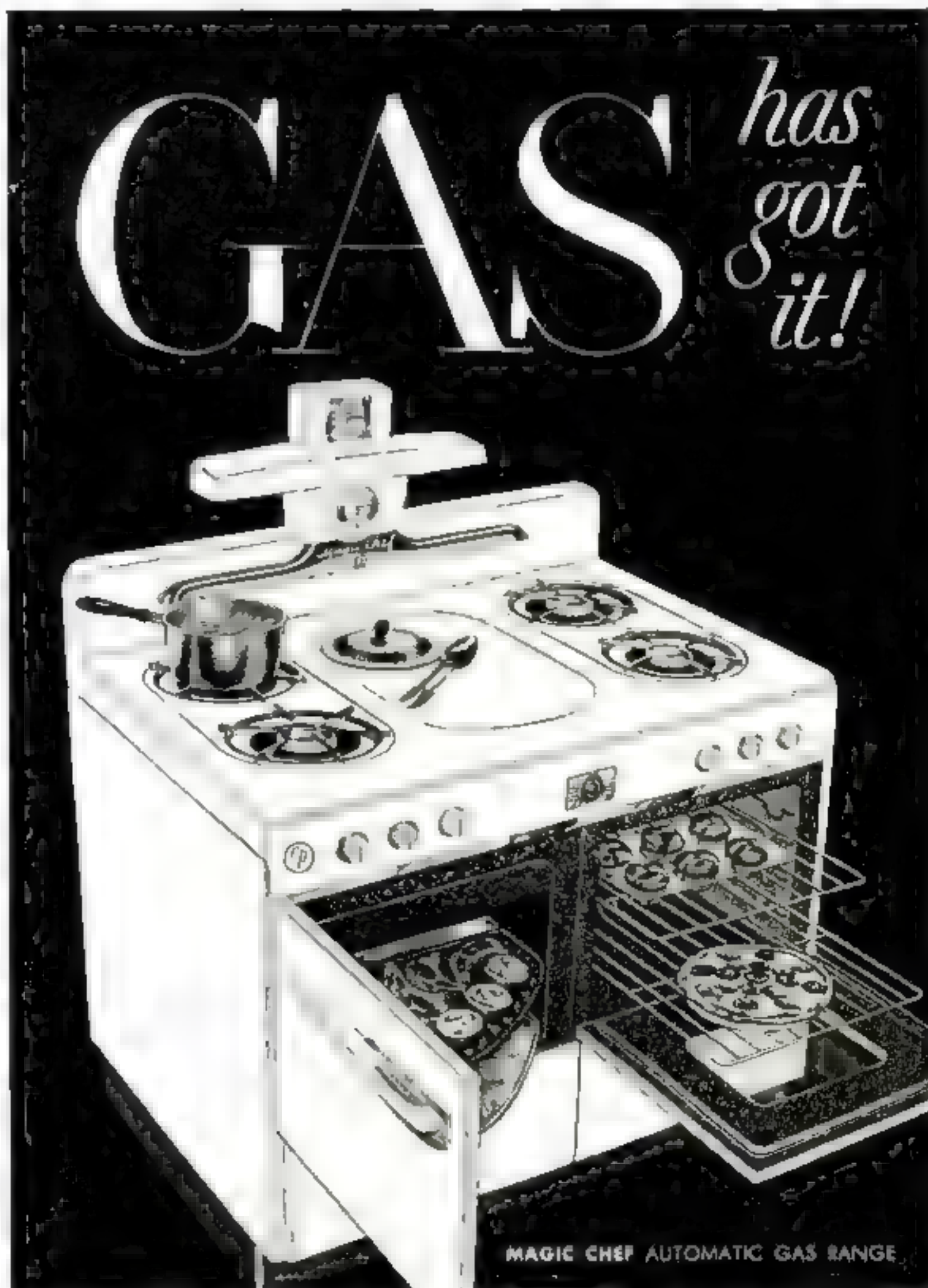
No "stewed" steaks! Gas really broils! Flavor-seals as only the intense blue flame of a smokeless Gas broiler can do it!



No waiting! Gas burners start and stop instantly. Gas ovens are super-insulated for cooler, thriftier cooking!



No "shadowed" baking! New Gas ovens are air-circulated! Give you more even browning outside, tenderer texture inside!



Everyday's a holiday when you cook on this new MAGIC CHEF "CP" Gas range—or any other time-saving, work-saving, money-saving Gas range built to "CP" standards. Choose the "make" and model that suits your needs best from

the many now at your Gas company or appliance store. Then for the next big work-saver in your "New Freedom Gas Kitchen" choose a new Servel Gas refrigerator. It stays silent, lasts longer! AMERICAN GAS ASSOCIATION



WORLD'S WETTEST, SPORTIEST BOAT

The crews of the new Sailfish
are in the water as much as out

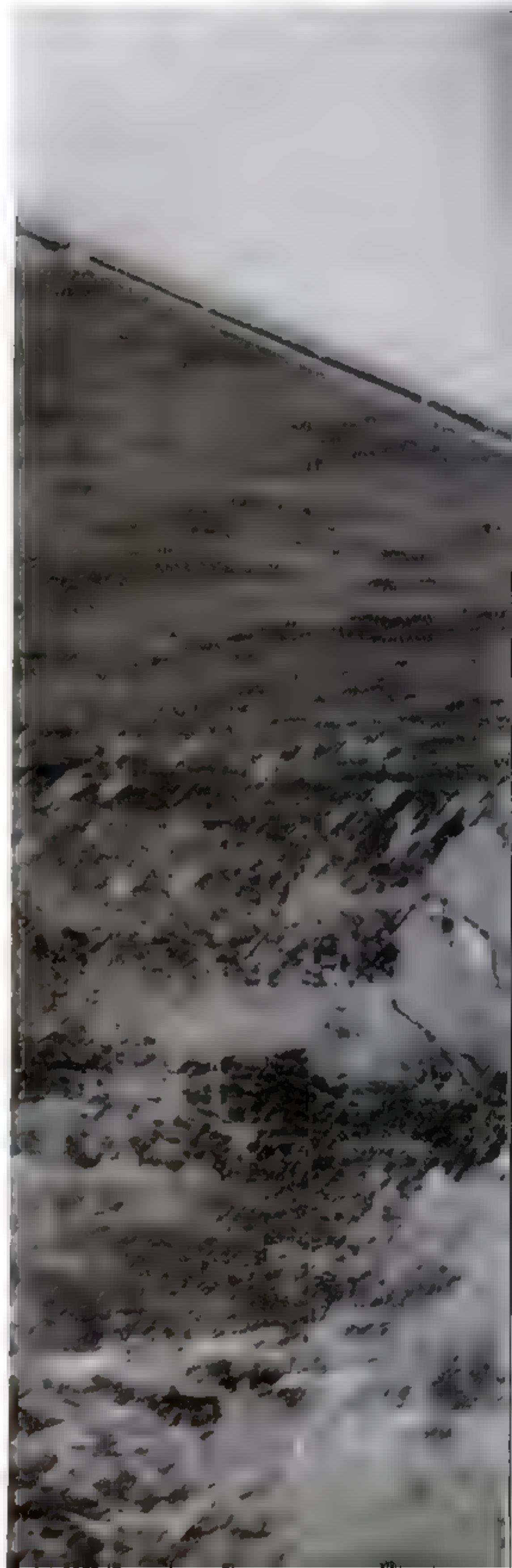


SAILFISH PLANES ON THE WATER. IT CARRIES 66 SQUARE FEET OF SAIL, IS 11½ FEET LONG, COSTS \$189



SAILFISH WEIGHS 98 POUNDS, CAN BE DRAWN UP ON BEACH WHILE SKIPPERS RELAX BETWEEN RACES

TUGGING HARD AT HELM OF SAILFISH, SKIPPER GETS AN UNEXPECTED FACEFUL OF SALT SPRAY →



In 1947 a small Connecticut iceboat building company called Alcott Inc. decided that its business depended on a market that was far too slim to be profitable. So it turned to the summer trade and invented the nearest thing to an iceboat that would sail in water. The result is the new Sailfish, by all odds the sportiest little sailing craft afloat.

This summer wherever it has been tried out the Sailfish has caught on instantly, as these pictures taken at Madison, Conn. show. Built for speed, the Sailfish has been clocked at better than 15 knots. It is sensitive to the slightest breath of wind and unless handled correctly will capsize before the skipper can say Sailfish.

But with a hull shaped like a surfboard, it is designed for capsizing and can be righted in a jiffy (right). In fact Sailfish skippers, expecting to spend as much cruising time in the water as out of it, venture out into stiff blows that keep the captains of more imposing yachts safe on the shore. After a day's dunking, the Sailfish can be dismantled and taken home on the top of a car like a pair of skis.

So far Alcott Inc. has built 136 Sailfish in its Waterbury shop, and the demand is growing fast. The only criticism yet offered of the boat is the sandpapery, nonskid seating surface of its deck. This creates so much friction that the seat of many a swimsuit has worn right through.



BOAT IS RIGHTED BY LEANING ON CENTERBOARD





Style 55935

...put 'em on
and relax...

they need no breaking in, because they're John C. Roberts Shoes with Mello-Stride Feature. And besides good looks and the most wonderful, relaxing foot-comfort you can buy, Mello-Stride Shoes save you money, in the long run. They hold their looks, hold their fit, because they're made from top-grade, wearing leathers, and designed by master craftsmen. See your classified phone book or write us for your nearest John C. Roberts dealer. For boys — John C. Roberts Junior Shoes — they're keen!



John C. Roberts Shoes, \$9.95 to \$12.95,
with Mello-Stride Feature, \$13.95 to \$15.95.
A few patterns slightly higher.
Also Robertson Shoes at lower prices.

JOHN C. ROBERTS SHOES • Friedman-Shelby DIVISION
International Shoe Company • St. Louis 3, Missouri
World's Largest Shoemakers

Sailfish CONTINUED



STANDING on Sailfish, skipper guides it through obstacle course at Madison. By spreading legs wide, crew is helping to keep the boat in best balance.



FINISH LINE of the obstacle race consists of a rope stretched between two buoys. To pass under it safely, Sailfish must be heeled perilously on its side.



DURING RACE one Sailfish which had lost its mast tied on to one which had lost its rudder but still had its sail. They finished the race lashed together.

Kodak



It's always summer in snapshots

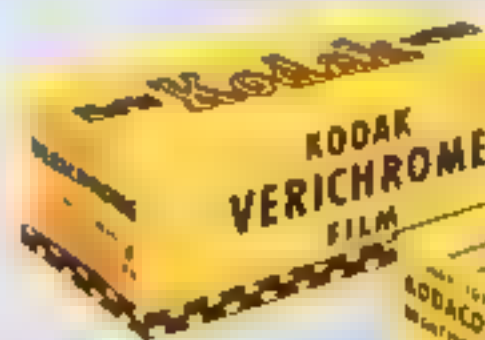
You'll feel the carefree spirit of that summer day every time you look at your snapshots. Your family, your friends, your trips and your holidays . . . they'll be the same *always* in the pictures that you take *now*.

Your camera is one of your best companions on every occasion. It pays to keep it ready, and to have two or three extra rolls of Kodak Film on hand . . . Remember, the snapshots you'll want tomorrow, you must take today!

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

You get the picture with Kodak Film...the film in the familiar yellow box

For black and white snapshots
— Kodak Verichrome Film —



For full color snapshots
— Kodacolor Film —



EVERYTHING A TIRE

Super cush



When you ride on Super-Cushions—Goodyear's new kind of tire—your car flows along almost as smoothly and comfortably as though it were running on a thick, luxurious carpet.

Why? Because the Super-Cushion is a bigger, softer tire. It runs on less air pressure. It soaks up

road shock, cushions you and your car against jolt and vibration!

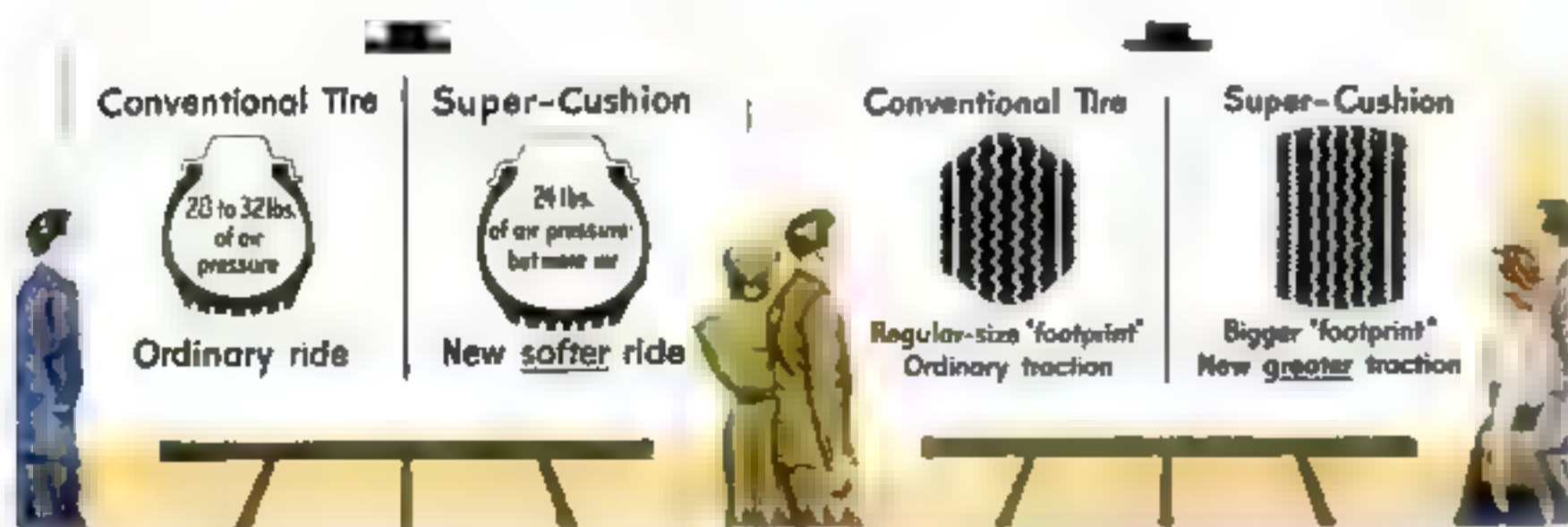
And Super-Cushions not only give you a softer ride. They outclass conventional tires on 12 important points—including mileage!

That's why leading car makers quickly made

Super-Cushions standard equipment on *all* their new cars. It's why *millions* of motorists all over America have changed to this new tire.

You'll need, we believe, just *one* ride on Super-Cushions to make you want this great new tire on your car—and want it *now*!

Super cush



Softer Ride! Super-Cushions are bigger, softer. They *soak up* road shock and vibration! You get a wonderfully softer ride, fewer rattles, fewer car repairs!

Greater Safety! Super-Cushions have a larger contact area with the road. They *hug* the curves. You get quicker, easier stops, safer steering, a new driving ease!

GO

MORE PEOPLE

CAN DO...

hion

DOES BETTER!



Here's how the Super-Cushion outperforms conventional tires:

1. Softer Ride!
2. Smoother Ride!
3. Safer Ride!
4. Quicker Stops!
5. Greater Traction!
6. Easier Steering!
7. Less Driving Fatigue!
8. Better Looks!
9. Fewer Car Repairs!
10. Fewer Rattles!
11. More Car Economy!

All this and

12. **Greater Mileage, too!**

Trade in your tires today on a set of Super-Cushions! Super-Cushions will fit your present wheels—and your Goodyear dealer will buy *all* the unused mileage in your present tires! And when you get new tires, it's wise to get

new tubes. The perfect combination is Super-Cushion with the famous LifeGuard Safety Tubes—the tubes make a blowout harmless. You can't get better protection to save your life. See your Goodyear dealer NOW!

ion by

GOODYEAR

THE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

Super-Cushion, LifeGuard, T.B.—The Goodyear

Copyrighted material

LUCKIES PAY MORE

to give you a finer cigarette!

Yes, at tobacco auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco!

There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and pay millions of dollars more than official parity prices to get it! So buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much more real deep-down smoking enjoyment they give you. Yes, smoke a Lucky! You'll agree it's a finer, milder, more enjoyable cigarette!

DAN CURRIN, independent warehouse operator of Oxford, N. C., has smoked Luckies for 20 years. He says: "To me, Luckies taste better. I've seen the makers of Luckies buy fine, prime tobacco, you know!" Here's more evidence that Luckies are a finer cigarette!



©1964, THE AMERICAN TOBACCO COMPANY

— Lucky Strike Means Fine Tobacco
firm, so fully packed—so free and easy on the draw

WITH JUSTICE DOUGLAS IN IRAN

His mountain trip stirs tribes and worries Russia



A SHAVE IN OREGON (PERSIA)

During the past fortnight Russia's Iran-beamed radio has been titillating its Persian listeners with lurid details of a 13-man American "gang of spies" who were clamoring around on their northwest frontier. Led by a certain Douglas—a "lozen devil"—were said to be spying on border fortifications and generally doing spade work for further imperialist expansionist machinations of the U.S. in Iran. That "certain Douglas," it later developed, was Associate Supreme Court Justice William O. Douglas. An enthusiastic mountaineer, he had been a big game hunter in the Middle East and

hankered to try out some of the rocky peaks along the Iranian border. Actually he got only three-fourths up a 12,500-foot mountain (*Ozgh*) in the territory of the Bakhtiari, a powerful nomad tribe in southwest Iran. But he had a wonderful time. The Bakhtiari feted him with elaborate meals at a camping ground carpeted with Persian rugs near a village named Oregon or "Cloney Mountain" (Douglas himself grew up in the state of Washington). They staged ring exhibitions in which the justice joined—and lost—some of his homes to him. Only political note was one the Soviet radio missed completely: the Iranian tribes were delighted by the visit because they felt its strength and their arguments with the central government for greater autonomy.



FEVER AND "TEHERAN TUMMY" FORCED DOUGLAS TO GIVE UP AT 9,500 FEET



DOUGLAS AT FULL GALLOP was the delight of tribal horsemen. Great riders themselves, they took him out with an escort of 50 yelling tribesmen for several wild

dashes across the plains. Douglas, an old horseman, led several charges, obviously enjoyed himself. The last stage of his journey to the mountains was made on horseback.

TOBACCO MOUTH

[OFF-COLOR BREATH
OFF-COLOR TEETH]



Why take it with you?

GOOD NEWS FOR SMOKERS!—A new, pure-white tooth paste with Lusterfoam that attacks tobacco stain and off-color breath.

Don't kid yourself about "tobacco mouth"—it's as real as the stain on a chain smoker's fingers!

But your tongue can tell! (You can "taste" an odor.) And your dentist knows when he cleans your teeth. And your friends *might* notice . . . you know.

But they won't point the finger at you (after you've left the room of course) if you're a regular user of Listerine Tooth Paste. Here's why—

It contains *Lusterfoam*—a special ingredient that actually foams cleaning and polishing agents over your teeth . . . into the crevices—removes fresh stain before it gets a chance to "set" . . . whisks away

that odor-making tobacco debris!

See for yourself how Listerine Tooth Paste with *Lusterfoam* freshens your mouth and your breath! Get a tube and make sure that wherever you go—you won't take "tobacco mouth" with you!

Electron-Microscope shows difference!

Tooth surfaces magnified 6,300 times illustrate how new scientifically perfected cleaning and polishing agents enable Listerine Tooth Paste to heighten tooth brilliance and surface smoothness . . . attacking a major cause of Tobacco Mouth.



LEFT: Tooth surface polished with ordinary polishing ingredient.
RIGHT: Surface of same tooth polished with new Listerine Tooth Paste.

TOBACCO MOUTH

...give it the "brush-off" with



"Feel that *Lusterfoam* work!"



Justice Douglas CONTINUED



IN MATCH PLANT DOUGLAS SAW CHILDREN WORK FOR 18 CENTS A DAY

DOUGLAS FINDS TRIBAL LIFE

Justice Douglas' hosts, the Bakhtiari, are one of seven historic tribes controlling the mountain areas of Iran. The former shah dressed them in Western clothes and, in a series of bloody campaigns, brought them under his rule. But when the shah was ousted by the British and Russians for playing ball with the Germans, the tribesmen reasserted a part of their old independence. They are violently anti-Russian.

Douglas found that local khans were more apt to ride Cadillacs than camels, that some even flew their own airplanes. One young khan apologized because he could not fly Douglas and his son to the mountains in his new U.S.-built plane; he had damaged it in a forced landing the day before (later he cracked up his second, smaller plane, was forced to return by car). In a summer palace 120 miles southwest of many-



STICK DANCE was performed by Douglas (left) after watching natives. A favorite sport, it consists in taking turns at trying to break partner's ankles.



IN SUMMER PALACE DOUGLAS CHATS WITH THE CHIEF BAKHTIARI KHAN

IS RUGGED, WEALTHY, FEUDAL

gardened Isfahan, Douglas was lavishly entertained, ate sumptuous dinners and slept on soft beds made up with embroidered pillowcases and precious, lacework sheets. He enthusiastically raced local chieftains on horseback, played their tribal games (*below, left*), listened to the troubles of mountain villagers suffering under the feudal land tenure system (*below*) and promised to repeat their requests for aid to President Truman. In the mountains he picked exotic flowers to press and bring home to the U.S. Department of Agriculture.

At Isfahan, on the edge of tribal territory, Douglas toured factories where tiny children labored for wages of 18¢ a day (*above, left*), said, "The owner of these plants would get 30 years in a federal prison in the United States." Except for this remark, the Iranians liked their visitor.



VILLAGE LEADERS of Oregon paid evening visit to Douglas (*center, left*) at his camp, drank coffee, told their troubles and inevitably asked for U.S. aid.

BING and WALT wake up Sleepy Hollow with a BANG

Walt Disney
presents

THE ADVENTURES OF ICHABOD AND MISTER TOAD

BING CROSBY
BASIL RATHBONE



Distributed by
RKO Radio Pictures

Hear **BING** sing:

"THE HEADLESS HORSEMAN"
"KATRINA"
"ICHABOD CRANE"

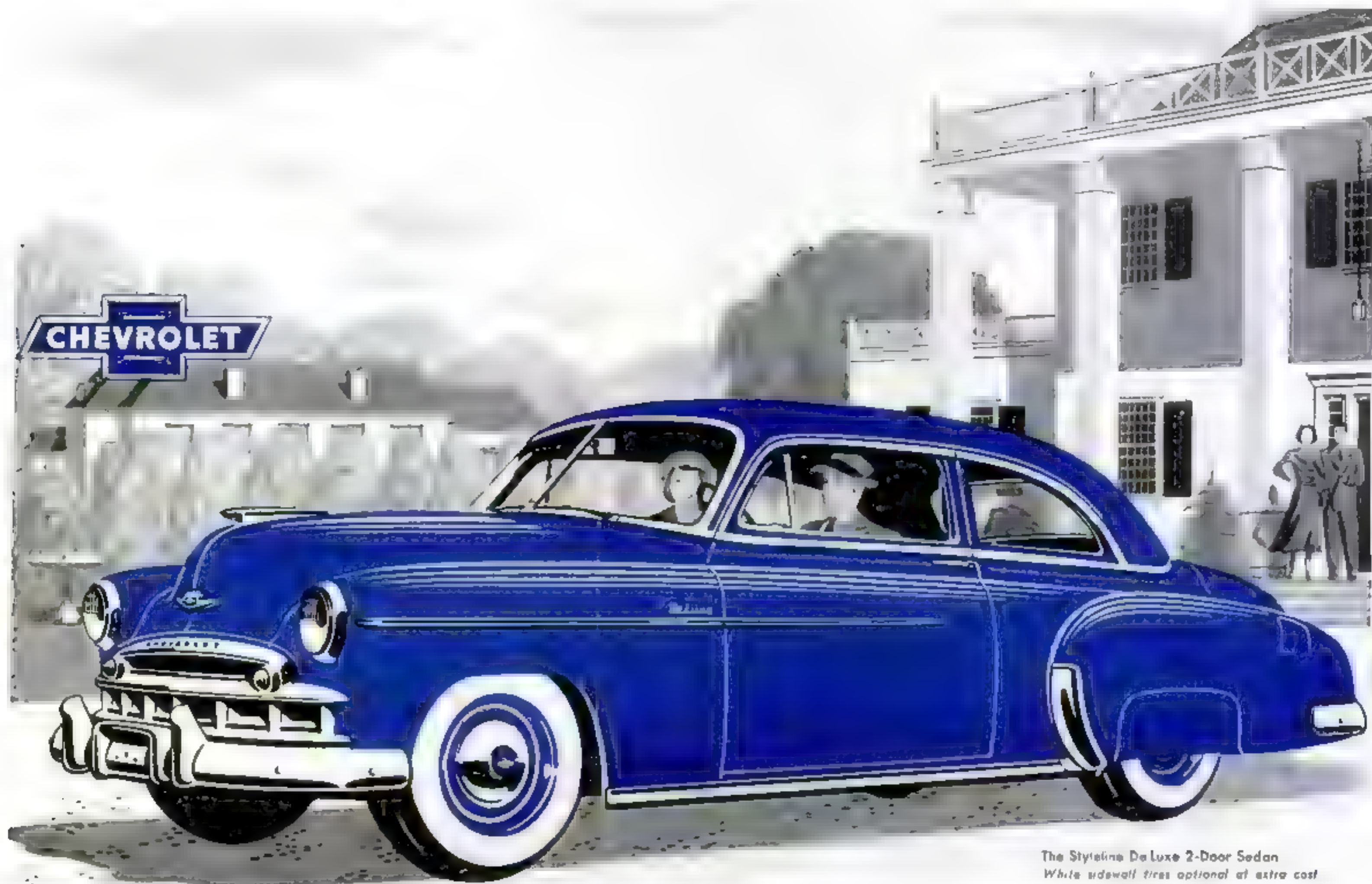
TWO TALL TALES

In one hilarious all-cartoon feature...two of the finest stories ever written, are told by...three of the world's great storytellers: Walt Disney, Bing Crosby, Basil Rathbone.

Walt and Bing bring to rollicking, melodious life that famous masterpiece...Washington Irving's fabulous "Legend of Sleepy Hollow" with awkward Ichabod Crane, curvaceous Katrina and the hair-raising Headless Horseman.



Walt and Basil Rathbone tell another tall tale about that rich, reckless, uproarious rake, The Magnificent Mr. Toad, and his frantic friends in a sparkling interpretation of Kenneth Grahame's "The Wind in the Willows."



The Styleline De Luxe 2-Door Sedan
White sidewall tires optional at extra cost

The most Beautiful BUY for Quality

...from its exclusive Fisher Body styling to its built-in stamina and dependability



How often you have heard men and women praise the *quality* of Chevrolet motor cars! . . .

And then go on to say that Chevrolet quality is on a par with that of America's highest priced automobiles.

We like to feel they are thinking of much more than the *obvious quality* apparent in every detail of Chevrolet's Body by Fisher . . . or the superb driving and riding ease imparted by its new Center-Point Design . . . or even the outstanding performance and economy of its Valve-in-Head

engine—all of which are exclusive to Chevrolet and costlier cars.

We believe they are also thinking of that *deep, inner quality* of materials, engineering, manufacture and inspection of every part, which gives Chevrolet its remarkable safety and dependability throughout long years of service.

For it is *this* which makes Chevrolet a companion in quality of America's highest priced automobiles, and *the most beautiful buy of all*, when you consider its exceptional economy of purchase price, operation and upkeep.

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

FIRST FOR QUALITY
AT LOWEST COST

CHEVROLET

AMERICA'S CHOICE
FOR 18 YEARS

Quintet of Beauties

A PORTFOLIO BY PHILIPPE HALSMAN

The great movie industry takes constant care to assure itself of a never failing supply of girls who are pretty, fresh, sexy and can make men still believe in fairy tales. In Hollywood for LIFE, Photogra-

pher Philippe Halsman turned his camera on the quintet of movie beauties shown on these pages and recorded in his own special way what the movies thought Americans in 1949 liked in the way of women.



Barbara on the Beach

Barbara Bates, 22, who seems to be rising out of the sand at Malibu Beach (above), came to Hollywood in 1945 to play 30 seconds as a hand-

maiden in *Salome, Where She Danced*. By this year she had worked up to playing the female lead (a scullery maid) in a Danny Kaye picture.

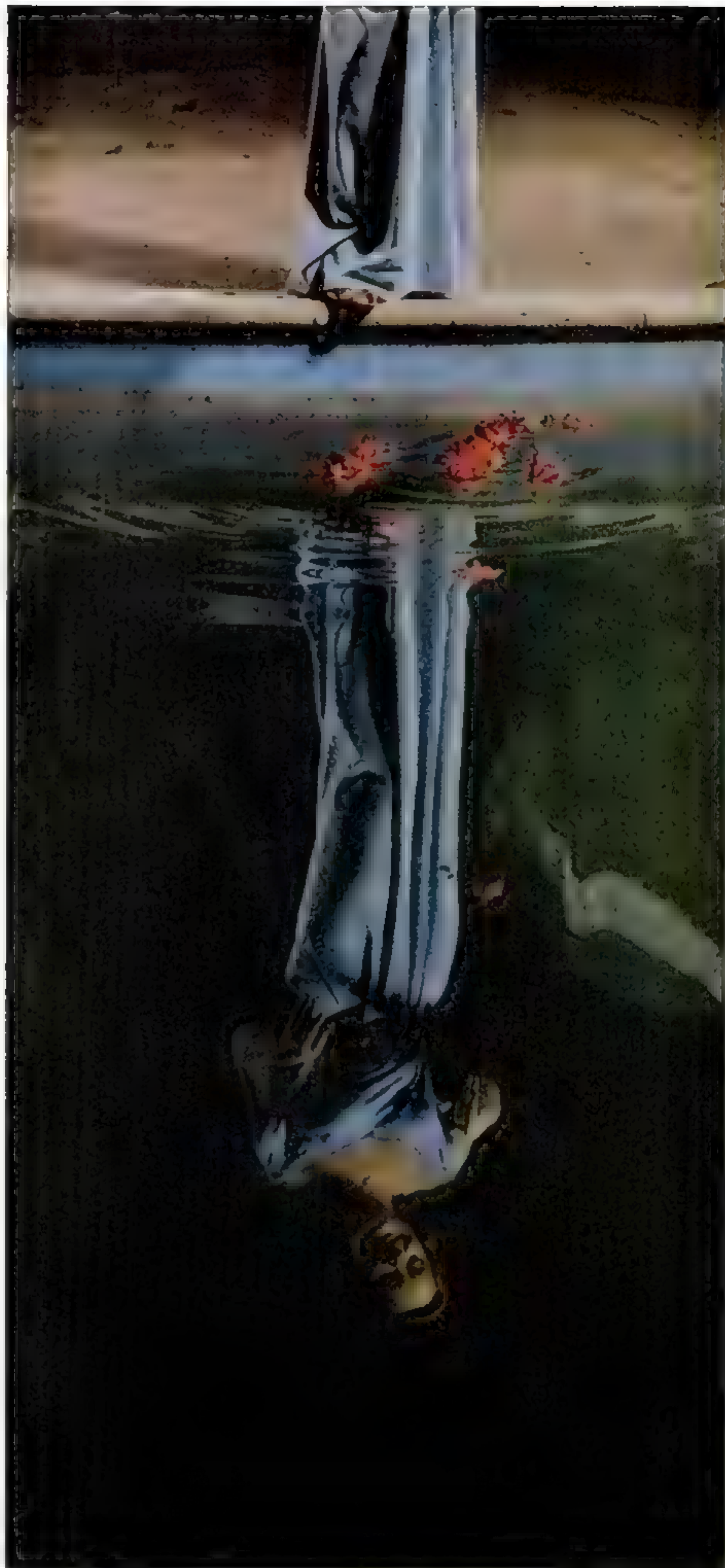


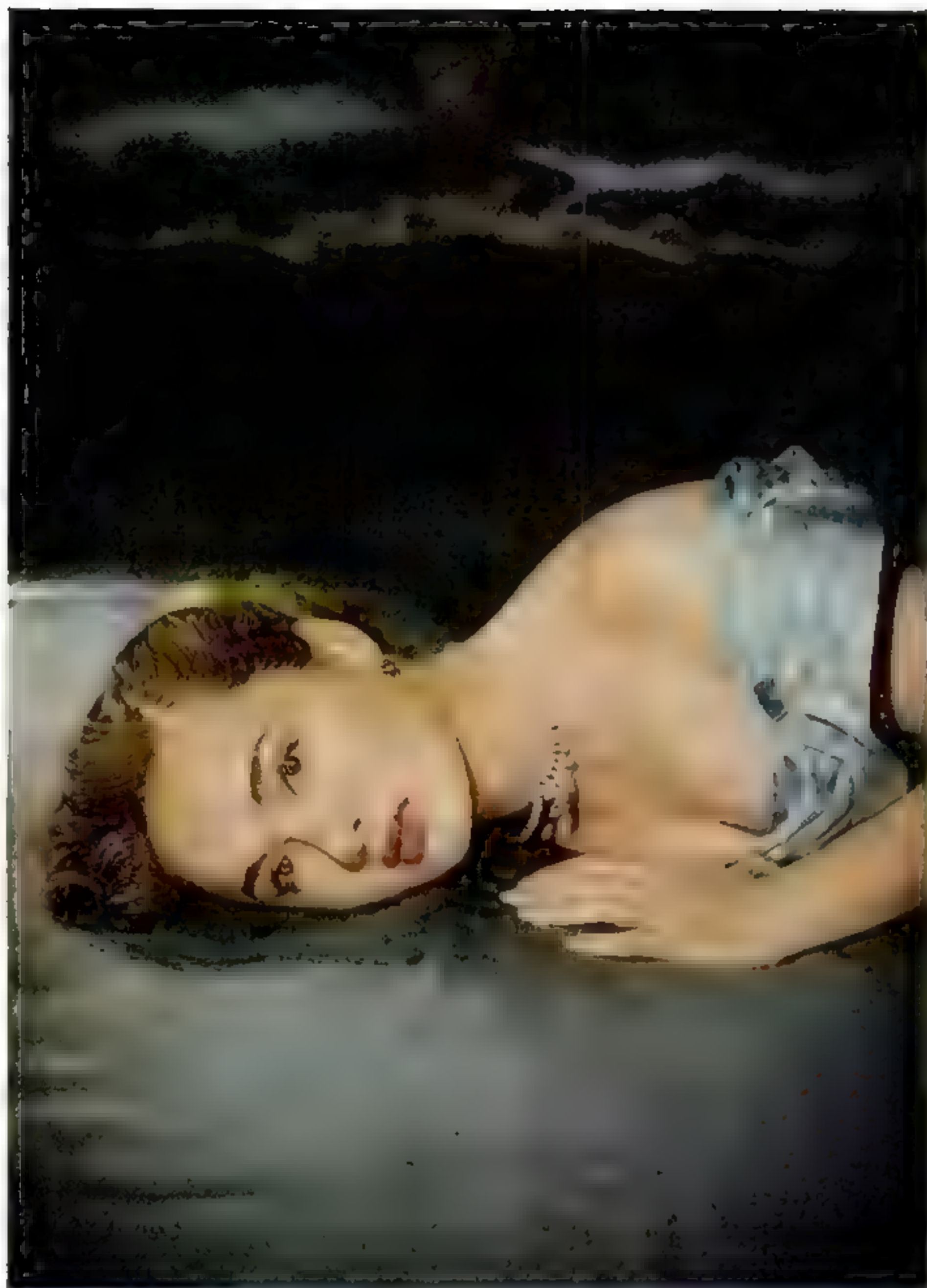
Janet in the Air

Janet Leigh takes a leap (*left*), aided by a wire, over group of DPs, symbolizing role as an escaping Russian dancer in *The Red Danube*. Naïve, hard-working and 22, she has played eight top roles in two years on the screen and turned down innumerable dates from the professionally eligible Hollywood bachelors who always take out after the prettier movie newcomers.

Alexis in a Pool

Alexis Smith's reflection (*right*) smiles up from an azalea-strewn pool. Descended on both sides from gold miners, Canadian-born Alexis is 28 and has been in movies for over seven years. Her two most recent films were westerns, but before that her studio cast her mostly in parts that made her out to be either sad or dignified. She is neither the one nor the other, she says.





Ann on a Couch

Ann Blyth is 20 and has been a star ever since she came west to Hollywood from Broadway six years ago. She would like to be an opera singer,

but her employers have preferred to cast her as a soulless minx (*Mildred Pierce*) or a sentimental mermaid (*Mr. Peabody and the Mermaid*).

Linda in a Lair

After years of sultry roles in things like *Forever Amber*, Linda Darnell has been launched on a bright career as a comedienne in *Letter to Three*

Wives. But she retains enough of the old animal charm to win the heartfelt admiration of the wild beasts (*opposite*) from many continents.





Mother's Little Helper

1-2-3...and see, even inexperienced little hands make this woman-size job child's play—and all because of a slick Pacific trick—the new, labor-saving Pacific Contour Sheet!

It's wonderful, the way the four mitered corners and plentiful tuck-under all around cap the mattress in a moment—stubbornly stay put to keep the sheet

an unwrinkled smoothie as long as it's on the bed (not a pin or pleat needed, either)! And since they're Sanforized*, these wonder sheets stay perfectly fitting.

Here's dream stuff come true in long-lived, extra-strength muslin for standard twin, double and crib mattresses. The Pacific Contour label is what to look for—you'll find it at fine stores everywhere.

*Shrinkage less than 1%

Free booklet: "The story of Pacific Balanced Sheets". Drop a card to Pacific Mills, Dept. K8, 214 Church Street, New York 13

CONTOUR
PACIFIC
SHEETS

Look for the Pacific label also on Pacific Supersorb Towels, Pacific Silver Cloth, and on men's, women's and children's wear of cotton and rayon

WRINKLE-PROOF SHEET

**Pacific Contour Sheet
has mitered corners...**

Notable development in sheet making

Though you may not approve of a bed being used as a bouncing board, the highly energetic little girl here is proving an important point . . . that a Pacific Contour Sheet can really take rugged treatment and still not rumple or pull out. It can't wrinkle, and this makes for much more comfortable sleeping—particularly in hot weather when a bunching under-sheet really tosses you for a loss.

This sheet—made of long-wearing, soft, extra-strength muslin—has sewn-in, tape-bound box corners that cap the mattress corners and pull the entire top surface taut. The ample tuck-under all around (also pre-shaped) automatically slips into place to help keep the sheet securely anchored and smooth until changing time. It not only saves time, but now anyone can be an expert bed-maker.

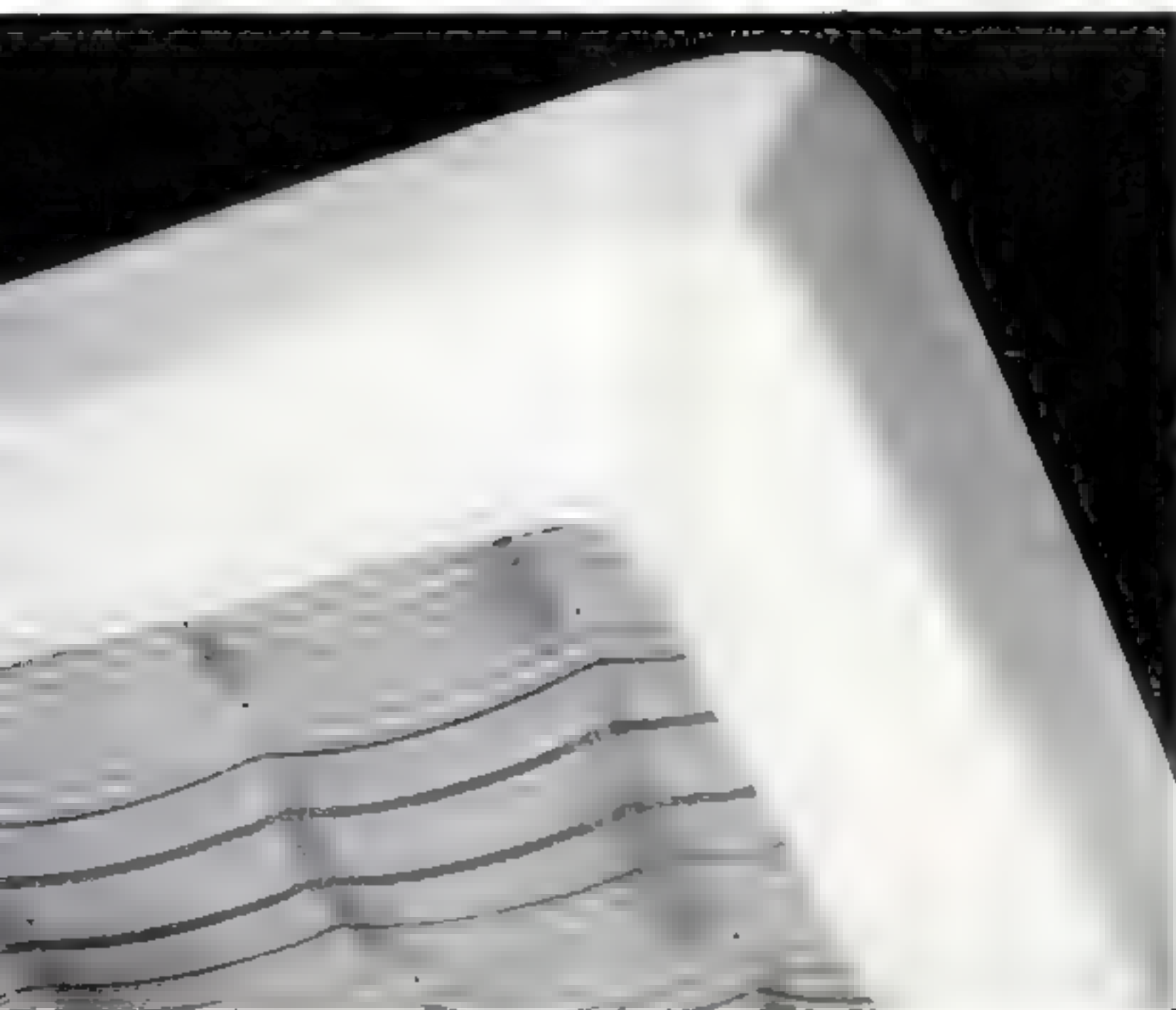
Made for standard-size mattresses, it washes as easily as a fine muslin should, is Sanforized* to fit perfectly for its life span. Because there's no excess material, it is lighter in weight—therefore easier to handle and cheaper to launder.

Pacific Mills introduced this sheet in the late thirties but the war stymied production . . . much to the disappointment of the thousands who had enjoyed its restful ways. Since the war, Pacific has supplied many grateful Moms with time-saving contour sheets for cribs . . . and now, at last, the mill is able to produce them in adult bed sizes again. For the name of the store nearest you which carries wrinkle-proof Contour Sheets, write Pacific Mills, 214 Church St., New York 13.

*After shrinkage less than 1%



CONTOUR SHEET STAYS SMOOTH AND WRINKLE-FREE AS YOUNGSTER "GIVES IT THE WORKS."



BOX CORNERS and a generous tuck-under all around hold the sheet absolutely smooth—making for maximum sleeping comfort, particularly in hot weather.



EASY TO PUT ON—and take off, the Pacific Contour Sheet eliminates a good half of the work in bed-making . . . qualifies anyone to be expert bed-maker.

Bufferin

TRADE-MARK

Acts twice as fast as aspirin!



New product for fast pain relief doesn't disagree with you!



It doesn't really matter how fast aspirin—or Bufferin—dissolves in a glass of water, or your stomach. The important thing is that it cannot lessen your ache or pain until it gets into your *blood stream*.

PAIN-RELIEVING INGREDIENTS IN
THE BLOOD AFTER 10 MINUTES



ASPIRIN

Clinical studies prove that people who take Bufferin have *twice as much* pain-relieving ingredients in the *blood stream* after 10 minutes as those who take aspirin. Bufferin acts *twice as fast* to relieve pain!



Many people take an antacid when they take aspirin. With Bufferin this is *not* necessary because Bufferin *is* an antacid. Bufferin actually protects your stomach from aspirin irritation.



In a recent clinical test, 200 patients—20 of whom had suffered gastric disturbances after taking aspirin—were given identical doses of Bufferin. The astonishing results: Only *one* of the 200 had even mild distress!



Ask your doctor or dentist about the remarkable effectiveness of Bufferin. Get Bufferin from your druggist. In handy 12-tablet, pocket-size package—or economical 36- and 100-tablet packages for home use.



BUFFERIN IS A BRISTOL-MYERS TRADE-MARK

IF YOU SUFFER PAIN FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN



IMPRACTICALLY DRESSED FOR COOKING, BRYNN PRACTICES "HOME GIRL POSE" FOR FAN MAGAZINE INTERVIEWS

ANOTHER BEAUTY FOR HOLLYWOOD

Brynn Noring tries out clothes and poses that might help movie career

Among the thousands of American girls who would like to trade places with the handsome movie ladies on the preceding pages is a 21-year-old New York model named Brynhild Andrea Johnson (*cover*). Fortified by a year's dramatic training under a contract with David O. Selznick and a new name, Brynn Noring, which she somehow felt retained the Viking implica-

tions of her old one and would be easier to pronounce, she recently took a train for Hollywood. Just before she left she spent a busy day with Photographer Philippe Halsman putting on an elaborate preview of the specialized costumes and postures which, as a faithful reader of fan magazines and movie gossip columnists, she believes are essential to a smart girl's career on the coast.

CONTINUED ON NEXT PAGE

Never neglect a blister

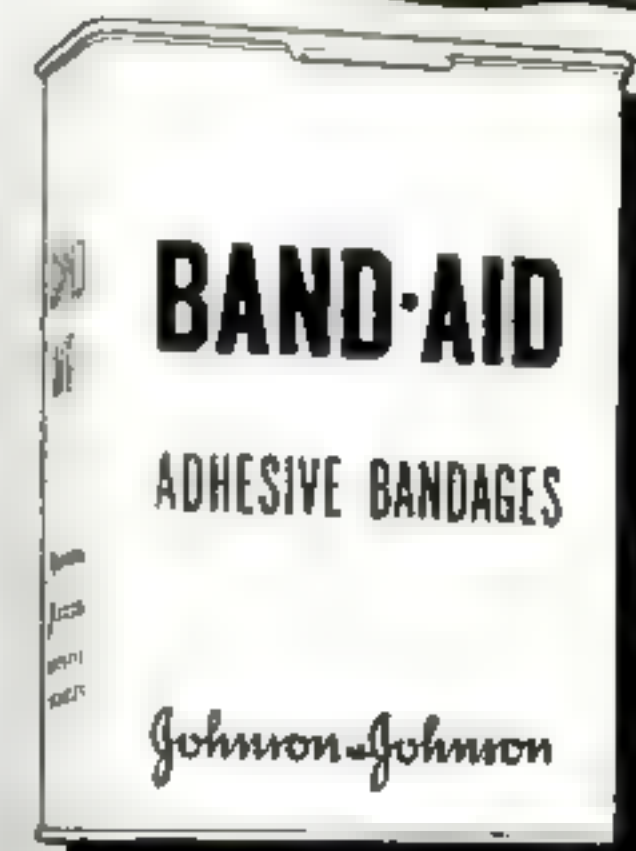


The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,* the adhesive bandage that *always* comes to you individually wrapped, 100% sterile.

Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

6 to 1 choice in
doctors'
recommendations



*BAND-AID means made by Johnson & Johnson

PALL MALL's greater length

of naturally fine mellow tobacco
which is a longer, more refined taste
and has the added benefit of being
longer than other brands.

filters the smoke

and makes it mild. That's PALL MALL.
Give you a smoother, cleaner and
more pleasant taste. Because after you
PALL MALL's greater length
the smoke

on the way to your throat

Give you a smoother, cleaner and
more pleasant taste. Because after you
PALL MALL's greater length
the smoke



OUTSTANDING
and they are mild!

Brynn Noring **CONTINUED**



FOR PRODUCERS Brynn tries out a slinky siren suit, languishing look.



FOR AGENTS she dons a stiff business suit, puts on horn-rimmed glasses.



FOR GLAMOUR HOUNDS she lets golden hair down over shoulders.



FOR FELLOW GARDENERS she tries a pair of somewhat snug shorts.

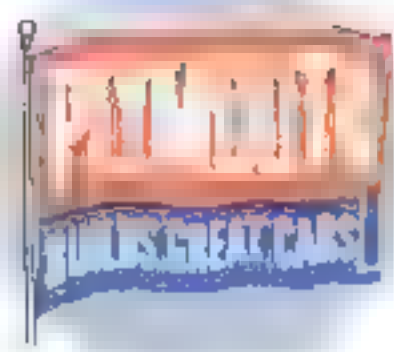


ON WAY HOME Brynn passes ad for store which caters to patrons like the man at right. Her simple outfit would never fit Hollywood's glamour tradition.



White sidewall tires, chrome wheel covers and rear fender scuff guards optional at extra cost

The car that likes to be compared—**new Plymouth**



If you prize value, Plymouth is the winner in the low-priced field. Of 22 quality features found in most high-priced cars, low-priced Plymouth has 21—low-priced car "A" has 13—low-priced car "B" has 4! See the new Quality Chart at your Plymouth dealer's now. Then—better still—drive all three of these cars. Let actual comparison on the road be your guide to the most dollar-for-dollar, feature-for-feature car value. PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan



SLEEPING PEACEFULLY, a 6-inch chameleon remains almost white in spite of being placed against a dark blue background. Even when asleep, it grips perch.



WIDE AWAKE and rather grouchy, same chameleon turns a lousy brown although its background has meanwhile been switched from deep blue to dark green.

CHAMELEONS

Small lizards are expert at changing color but have nothing to say about which color comes next

Among the many small lizards which can vary the color of their skins, the chameleon is properly recognized as the champion. It has six distinct colors in its repertoire: grayish-white, pink, green, brown, yellow and black and can go from one to another in a few seconds. Contrary to popular belief, these changes do not match the chameleon's background, nor can they be controlled any more than a man controls his flushing. They depend on the temperature, the amount of light present and the emotional state of the chameleon. Annoy it or shine a bright light on it, and it will turn a mottled brown or dark green. Put it in a cool dark room, and it will turn nearly white. These changes are made

possible by the fact that a chameleon's skin has separate layers, with different colored pigment cells in each. The innermost layer consists of black cells which can expand to send a flood of dark pigment toward the skin surface. This black pigment ebbs and flows like a tide, blotting out certain colors, blending and intensifying others, depending on how near the surface it gets. The chameleon occurs mainly in Asia and Africa. The common varieties grow to a maximum of 12 inches and are utterly harmless. Their teeth are dull, their jaws weak; they can chew on a man's finger for some time before breaking the skin. If placed on a padded blanket they get neither dizzy nor spotted. They just slowly creep away.



EFFECT OF LIGHT INTENSITY is shown by placing chameleon behind bars in a strong light. Area behind each bar shows up as stripe of lighter green on skin.



STRIPED EFFECT PERSISTS—at a minute after bars are removed. Patch of green on preferable tail was caused by shadow cast by wooden slat of cage (left).



CHAMELEON'S TONGUE flicks out in an accurate lightning thrust to capture flies, moths and other insects, gloing them firmly to its mucus-covered tip.

When fully extended, club-shaped tongue is as long as the chameleon's body. It also is used to lick dew from leaves of trees in which chameleon ordinarily lives.



"Got a minute? Have a Hires!"

Christian Dior has the floor. But take heart, men. Here comes the Hires! The sparkling flavor with the velvet edge comes to you from the real root juices that make Hires so

delicious. Keep plenty on ice for all occasions. The six-bottle carrier comes handily home. And, at fountains and coin machines, refreshment answers the call for Hires.



Actors' faces are extra-sensitive

THAT'S WHY EDDIE DOWLING SHAVES WITH SOOTHING WILLIAMS

Eddie Dowling, distinguished Broadway star, says: "Removing stage make-up keeps an actor's face sensitive. Shaving could be tough for me if I hadn't found out about Williams Shaving Cream. It never stings or burns, yet it really softens my tough whiskers.

Close, easy shaves

Made only from finest ingredients—blended with a skill that comes from over 100 years' experience—Williams is gentle to the tenderest skin. Its rich, heavy lather soaks beards completely soft,

helps you shave closely without annoying irritation. Treat yourself to a tube of Williams today.

If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier and richer Williams Brushless Cream.



CHAMELEON'S EYES are set in scaly, cone-shaped turrets that swivel in any direction. Each eye operates independently of the other, enabling chameleon to look backward and forward, or up and down, at the same time—a trick which comes in handy when the reptile is scouting around for food or enemies.

4-WAY PROTECTION



THESE MARINES TELL IT TO YOU

Four husky Marines mean 4-Way Protection anywhere, and Premium Sinclair Opaline Motor Oil means 4-Way Protection for the motor of your car under any driving conditions. That's because Opaline...



1. CLEANS—Keeps your motor clean as a whistle—combats carbon, sludge, lacquer, corrosive acids.



2. SEALS—Improves your car's piston seal to save gasoline, save oil and improve power.



3. COOLS—Draws searing heat away from cylinder walls, bearings and other engine parts.



4. LUBRICATES—Tough protective film reduces wear and saves repair expense.

**PREMIUM
SINCLAIR OPALINE MOTOR OIL**

REG. U.S. PAT. OFF.

SUPER-REFINED BY THE PHETONE PROCESS



Times-Herald



TOUR OF INSPECTION of his new outpost in Washington satisfies the colonel, shown leaving the *Times-*

Herald building with his 28-year-old niece, Mrs. Maxwell P. Miller. She will hold the fort for Uncle Bertie.



HEIRESS APPARENT "Bazy" Miller and husband try out desk from which they will run *Times-Herald*.

COLONEL McCORMICK INVADES CAPITAL

He puts his niece into a tough job

To Colonel Robert R. McCormick the city of Washington, D.C., ridden with internationalists and bureaucrats, was part of the "alien east," an un-American if not a foreign land. Last week the lordly publisher of the *Chicago Tribune* set out to move an outpost of America—strictly defined as his own "Chicagoland"—into this alien territory. For about \$5 million he bought the Washington *Times-Herald* as "a citadel from which the nation's integrity and prosperity will be recovered." He chose a peculiar moment to reveal his attempt to liberate the capital: he announced it at a party for William Randolph Hearst Jr., whose father once owned the paper, and for young Mrs. Hearst, whose by-line of "Austine" is one of the *Times-Herald's* most popular. Thus, only a year after Eleanor Medill ("Cissy") Patterson left her paper to seven "faithful employees," it was married to its cousin, her own Cousin Bertie's monolithic *Tribune*. Last week the colonel flew to Washington in his own B-17, took a perspiring inspection tour of his new outpost and appointed as its commander his favorite niece. She is blond Mrs. Maxwell Peter Miller, the former Ruth Elizabeth ("Bazy") McCormick. A great-granddaughter of *Tribune* founder Joe Medill, she had lived in Washington as daughter of the late Senator Medill McCormick and the late Representative Ruth Hanna McCormick Sims. Lately, as "crown princess" of the colonel's domain, she had run the La Salle, Ill. *News-Tribune* with her husband. Bazy is an accomplished horsewoman, breeds Arabian horses and is rearing two small children. She is a forthright youngster, but the *Times-Herald's* second lady boss will be neither as exciting nor as exasperating as its first. Meanwhile her Uncle Bertie, with the *Times-Herald* added to his *Tribune-New York Daily News* axis, was a more potent press lord than ever. He could hope, at least, that his capital citadel had been manned in time to save the country from its own folly.

CONTINUED ON PAGE 32

ENJOYED BY
Douglas Fairbanks, Jr.
OFF CATALINA ISLAND
Your Taste will tell you why!



YOU HEAR IT EVERYWHERE...

**“finest beer served
...anywhere!”**

Your Taste will tell you why!



Internationally
Famous

Pabst
Blue Ribbon

"Get an

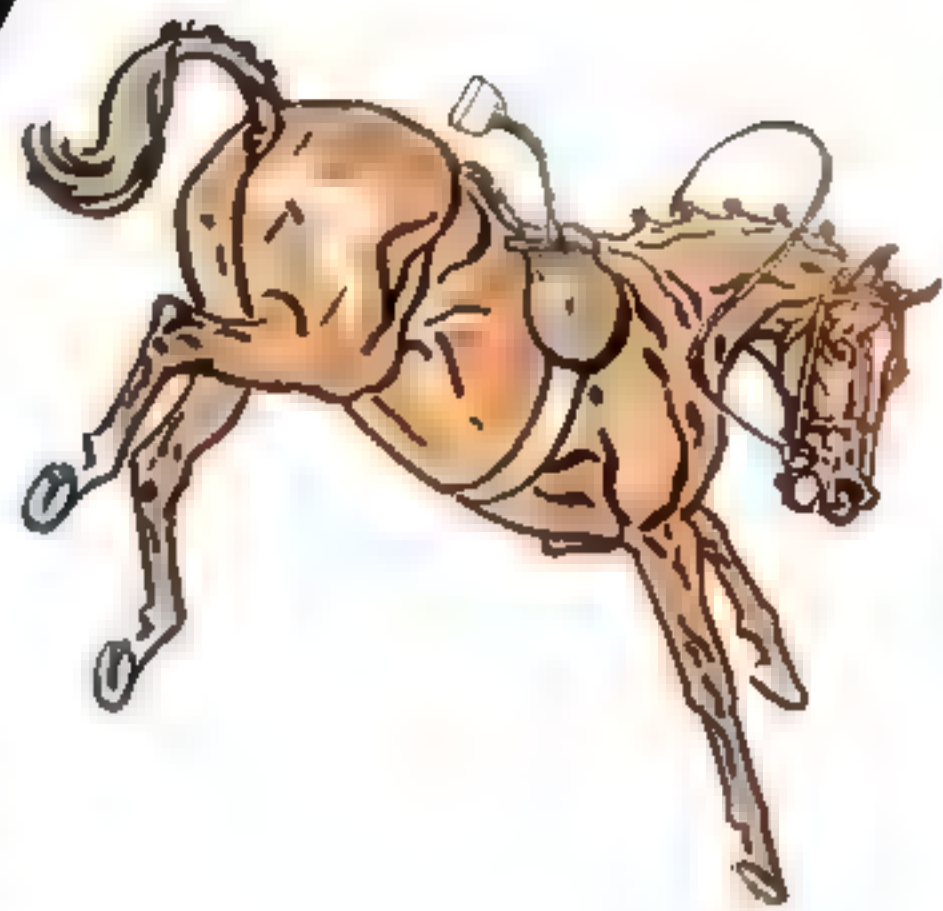
IF THIS WERE about 1909 instead of '49, and you were the hapless horseman pictured below—you'd have had quite a problem switching from horseback to "horsepower." That is, if you were after a car that could even come *close* to matching the performance, the comfort, and the safety of today's automobiles.

First, you'd have had to possess all the know-how that car manufacturers have gained since then; and, second, you'd have had to possess a proud pile of money!

Then, you'd have taken your know-how—and your money—to the blacksmith, and set him to



Automobile!



work, with instructions to spare no expense!

And that brings up a very interesting point: even today, car manufacturers estimate that if you were to have just *one* automobile hammered out by hand for *you* alone, it would cost you about \$50,000—white sidewall tires extra!

How then, do today's car builders manage to sell their products so that most of America's families can have cars? They can do it only by spreading the cost of their equipment over a great *many* cars, and by using the most efficient production and assembly-line methods. *Mass production*, in other words.

And right there is where *national advertising* today plays a big part in your car-ownership. For, if it weren't for the *volume sales* quickly and economically created in large part by advertising, such mass production and distribution of cars would be impossible.

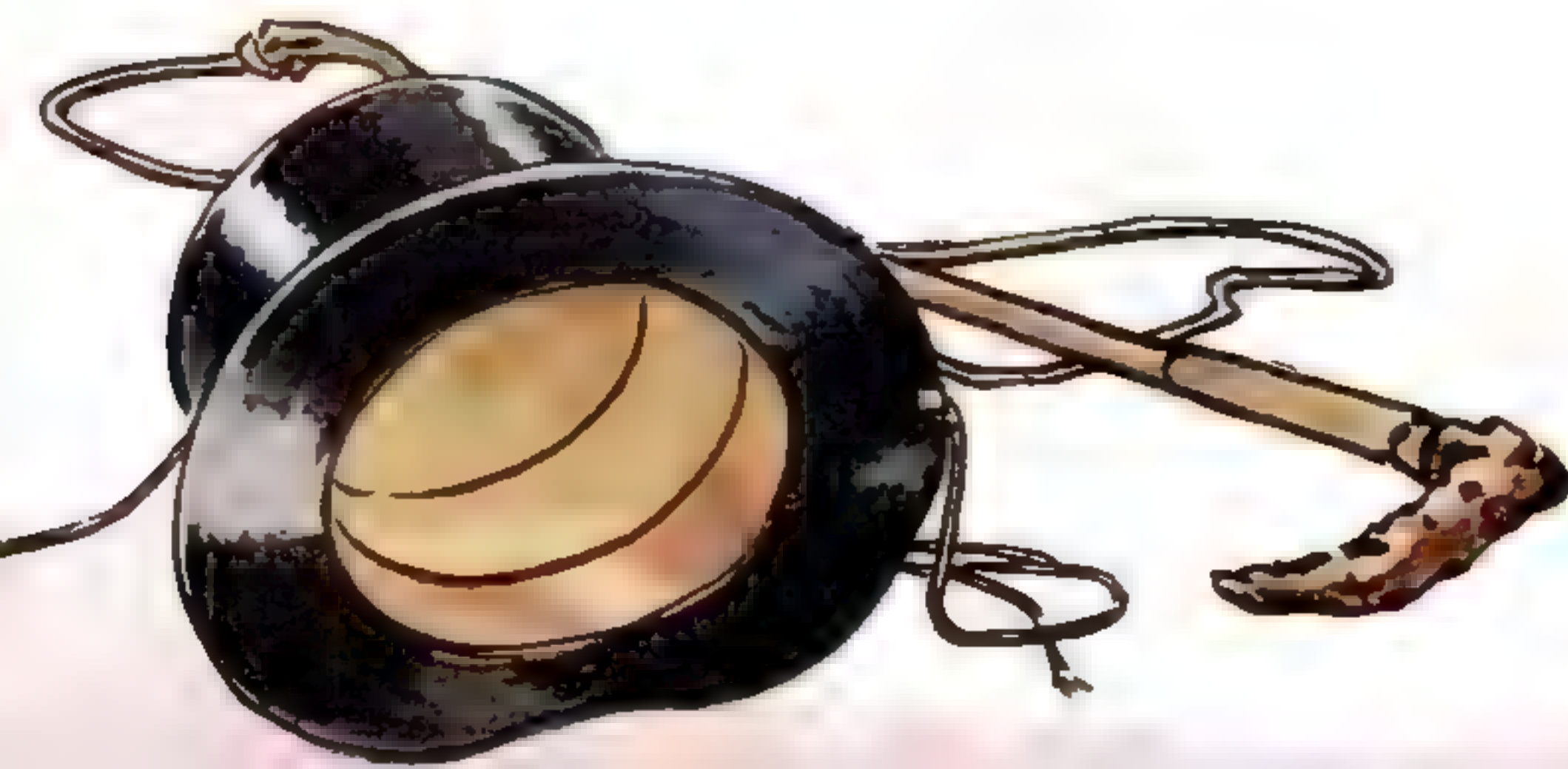
How much does that advertising cost you when you buy an automobile? Much less than you probably imagine. Actually, it averages only about as much as the "extra" you pay for white sidewall tires.

- *And when you figure it out, you soon realize that what advertising costs you is far less than what it really saves you.*

Equally important is the automatic safeguard imposed by the very *act* of national advertising. For, advertisers know that the sales success of a product goes hand in hand with its honest presentation to the public.

LIFE

Reprints of this message are available. Write to 2530 Time & Life Building, New York 20, N. Y.





Enriched bread (the kind a baker bakes) makes delicious sandwiches; gives you more energy for less money than any other food you can put in a picnic basket.

YOU NEED SOMETHING THAT A BAKER MAKES TO MAKE EACH MEAL COMPLETE

THE BREAD that helps balance your diet helps *balance your budget*, too!

Penny for penny, it gives you more of the things your body needs—more generously—than any other food you eat at every meal.

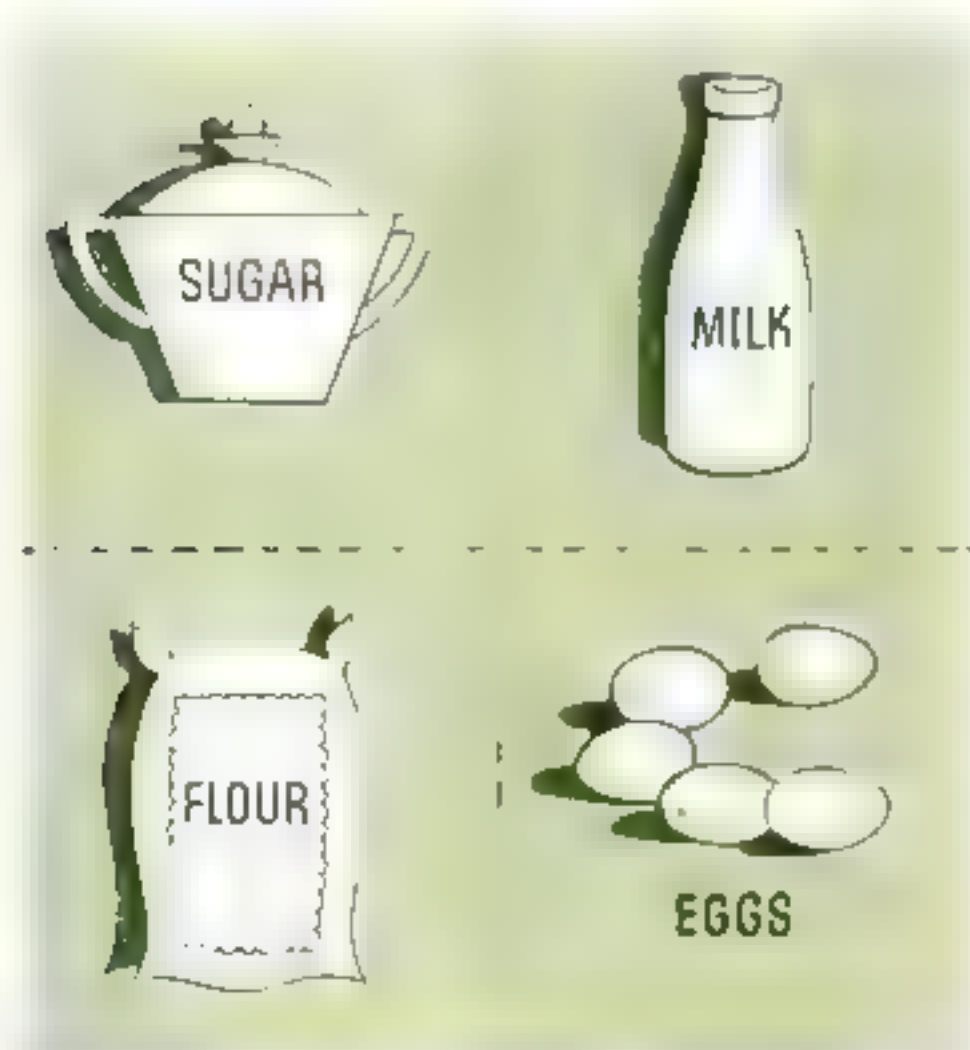
And bread is *no more fattening*, according to

nutritionists, than any other food that gives you equal energy!

So—*eat more bread!* Eat it for *energy*. Eat it for *economy*. Eat it for *enjoyment*—the enjoyment that you get from *all* the good things that a baker bakes for you.



THE BAKERS OF AMERICA...who do your baking for you with the same high quality ingredients you would use; bake fresh daily with the same care you would take.



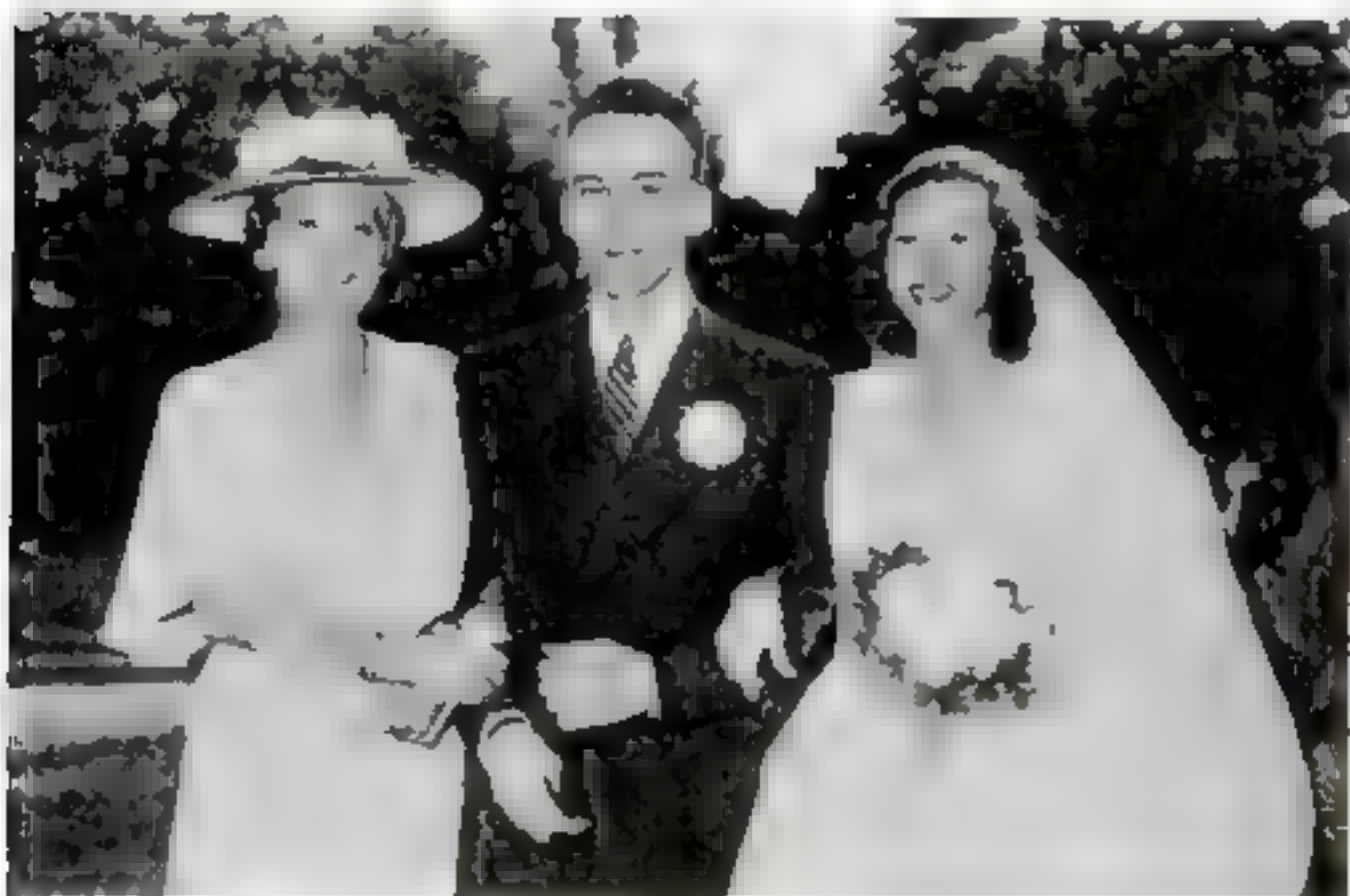
You are eating a delicious combination of these good foods when you eat bakery foods. That's why you need something that a baker makes to make each meal completely *satisfying*; completely *nourishing*!



Cake Belongs at every picnic, too. And on your dinner-table several times a week. Serve it soon—enjoy it often; with fruit, ice cream or plain. And to *double* your enjoyment of delicious cake—to treat yourself to more cool comfort through hot summer days—*buy it baked!*

McCormick CONTINUED

CAN BAZY FILL CISSY'S SHOES?



HAPPY COUPLE at Bazy McCormick's 1941 wedding to Maxwell Miller posed with mother of the bride, Congresswoman Ruth Hanna McCormick Sims, now dead. Millers began married life by remodeling two old refrigerator cars, now have 14-room house in Peru, Ill., are house hunting in Washington.



THE LATE MRS. PATTERSON, the colonel's cousin, used the sensational *Times-Herald* as a weapon in bitter feuds, but built it into the biggest daily in Washington. Even the legion of Washingtonians who hated Cissy say that Bazy will have to go some to come within a mile of her as a newspaperwoman.



LUCKY SEVEN executives to whom Cissy bequeathed the paper are now not only millionaires but minor shareholders in fabulous McCormick-Patterson trust, worth over \$35,000 per share. Editor-in-chief Frank Waldrop (third from left) retains his title, at least for the present, but gets a new set of bosses.

EXTRA EXTRA EXTRA

spending money for you

EXTRA
 THE LOWER

with quality undies of *Spun-lo*

Headline news for ailing budgets—undies of Spun-lo save you money in two ways! First—they cost so little. Second—they last so long. Spun-lo, you know, is that soft, supple, comfortable rayon fabric especially knit to stretch and spring back with every motion. Stays smooth as a baby's cheek through countless washings, needs no ironing at all.

ALWAYS LOOK FOR THIS LABEL

UNDERTHINGS OF *Spun-lo* RAYON FABRIC

IT MEANS EXTRA VALUE FOR YOU

Guaranteed by Good Housekeeping

Industrial Rayon Corporation, Cleveland, Ohio • Sales Office: 500 Fifth Avenue, New York



SHADOWY FIGURES OF A VANISHED WORLD, THE PRINCE AND PRINCESS (CENTER) OF THURN AND TAXIS MAKE A SOMBER PORTRAIT ON HIS 82ND BIRTHDAY.

THE PRINCE'S LIFE IN BATH TOWN



PROMPTLY AT 11, with good cigar, the prince sets out on daily stroll. Rigid schedule governs entire day.



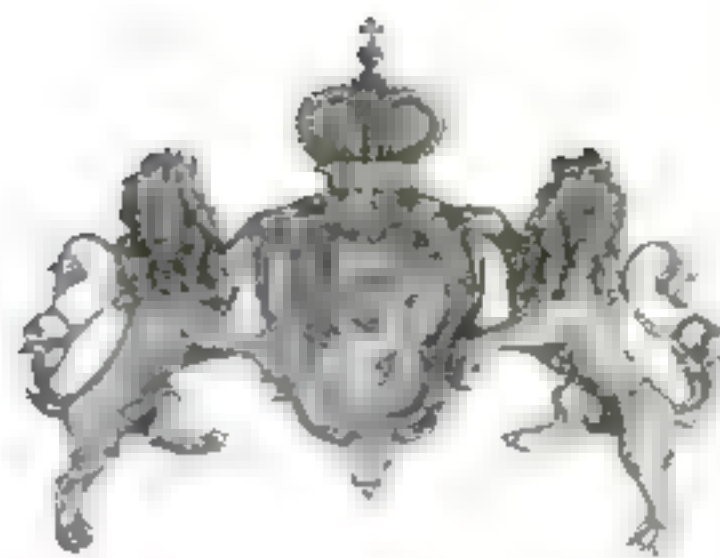
STABLEMASTER, a retired general, bows low as the prince arrives to inspect horses. He now has only three.



PASSER-BY bows without breaking stride as he spots the prince. Natives all know him.



AT LEFT IS THE PRINCESS' SISTER, ARCHDUCHESS ELISABETH OF AUSTRIA



THURN AND TAXIS

An ancient German family lives in the memories of a noble past

PHOTOGRAPHS FOR LIFE BY WALTER SANDERS

In the heart of the Bavarian city of Regensburg, where U.S. bombers fought one of the great air battles of the war, lies a many-winged palace whose massive doors open on a storybook world strange and almost unbelievable to modern eyes. Untouched by wars or revolutions, an ancient German family preserves there all the pomp and ceremony of the stiff-necked aristocracy which elsewhere has all but vanished from the European scene. Personified by its two leading members, the Prince and Princess (*left*) of Thurn and Taxis, this ancient dynasty looks back on 16 centuries in which it grew to wealth and power carrying Europe's mails.

Part of the answer to this surprising survival can be found in the stern, unbending features of Albert Maria Josef Maximilian Lamoral, the present prince. Legend says his first ancestor was a young Italian who in 356 A.D. was commended by St. Ambrose for his defense of Milan against invasion. From Torre and Tasso the family name evolved to Thurn and Taxis; and with the enormous riches gained a thousand years later from their virtual monopoly on carrying the mails they purchased an enduring investment: land. Princes without subjects, enjoying wealth and respect equaled at times only by reigning monarchs, they were never deposed from their aristocratic heritage, and even today the prince remains the largest landholder in Germany. Aloof from time and progress, he wishes he had lived in the days of Louis XVI. The following pages show how he and his princess have made their reluctant peace with the modern world.



SHOPWINDOW engages prince's attention briefly. Some were decorated for his birthday.



GARDEN GATE is unlocked by prince for short visit. He also inspected hospital and soup kitchen he runs.



HE CHATS WITH two refugee relatives, Prince and Princess of Hungary, who came to live with him in 1945.



THURN AND TAXIS MAIL COACH is copy of the last one used before state took over the mail in 1866. Because of past services family still gets free postage.



PRINCE'S STUDY, where he conducts his official business, is an ornate room crowded with keepsakes from its parapet floor to gilded plaster molding. It holds



PRINCE'S BATHROOM, lined with family pictures, is part of his four-room inner sanctum. Old-

fashioned washstand (left) is filled from a pitcher. Board across the tub holds soap and toilet articles.

PAST SPLENDORS

In the cluttered quarters of their palace the prince and princess live a life of rigid protocol which few commoners are ever privileged to see. An amazing collection of art treasures, statuary, precious furniture of many periods, photographs and bric-a-brac crowns the tapestried rooms; souvenirs of dynasties long gone. A museum of 60 coaches and sleighs recalls the family's mail-carrying days; a throne room, ball



AT BIRTHDAY DINNER 22 guests, including uncrowned King of Saxony, had noble titles. Liver-



six desks, innumerable pictures, lamps and clocks, of which the prince has 350 in all. Regensburg clockmaker winds all the clocks once a week, a five-hour job.



GILDED WEDDING COACH is copy of one used by Napoleon at coronation. Used only once, in 1890, it is now a prize exhibit in the prince's coach museum.

FILL THE ROOMS

rooms and reception halls display a regal splendor. Amidst this orderly confusion the princely couple lives in austere grandeur, eating the same simple food as ordinary Germans but waited on by lackeys in full livery. On rare occasions they hold official dinners (*below*); then, with the uncrowned heads of many leading German families assembled, a vanished world comes back to life again in the somber, shadowed rooms.



ied servants served simple five-course meal on solid silver plates beneath glittering crystal chandeliers.



THE LITTLE STUDY is prince's private room with his most treasured objects. Statue at rear is of

his son Max Emanuel, now a monk; portrait above is cousin, a prince of Bavaria. His spectacles he on desk.



FRANZ JOSEPH, Hereditary Prince, stands among his collection of 2,000 antlers. Oldest (55) of the close-knit family, he had five brothers, one sister who is "Queen of Saxony." In the hectic years since World War I one brother died, another turned monk, a third was jailed by Nazis, is now living in Portugal. Prince

Raphael, fifth in line, was chauffeur in SS, is now denazified. Youngest son is Prince Philipp Ernst, 41. Their mother is a Habsburg, second cousin of Franz Josef II, the last great ruler of the Austro-Hungarian empire; their father can claim royal relatives from Portugal's Braganzas to Bavaria's Ludwig the Max.



FRANZ JOSEPH SURVEYS THE ROLLING THURN AND TAXIS FIELDS AND FORESTS OUTSIDE HIS FARM. "WE ARE NO INDUSTRIALISTS," HE SAYS. "WE ARE PEASANTS"

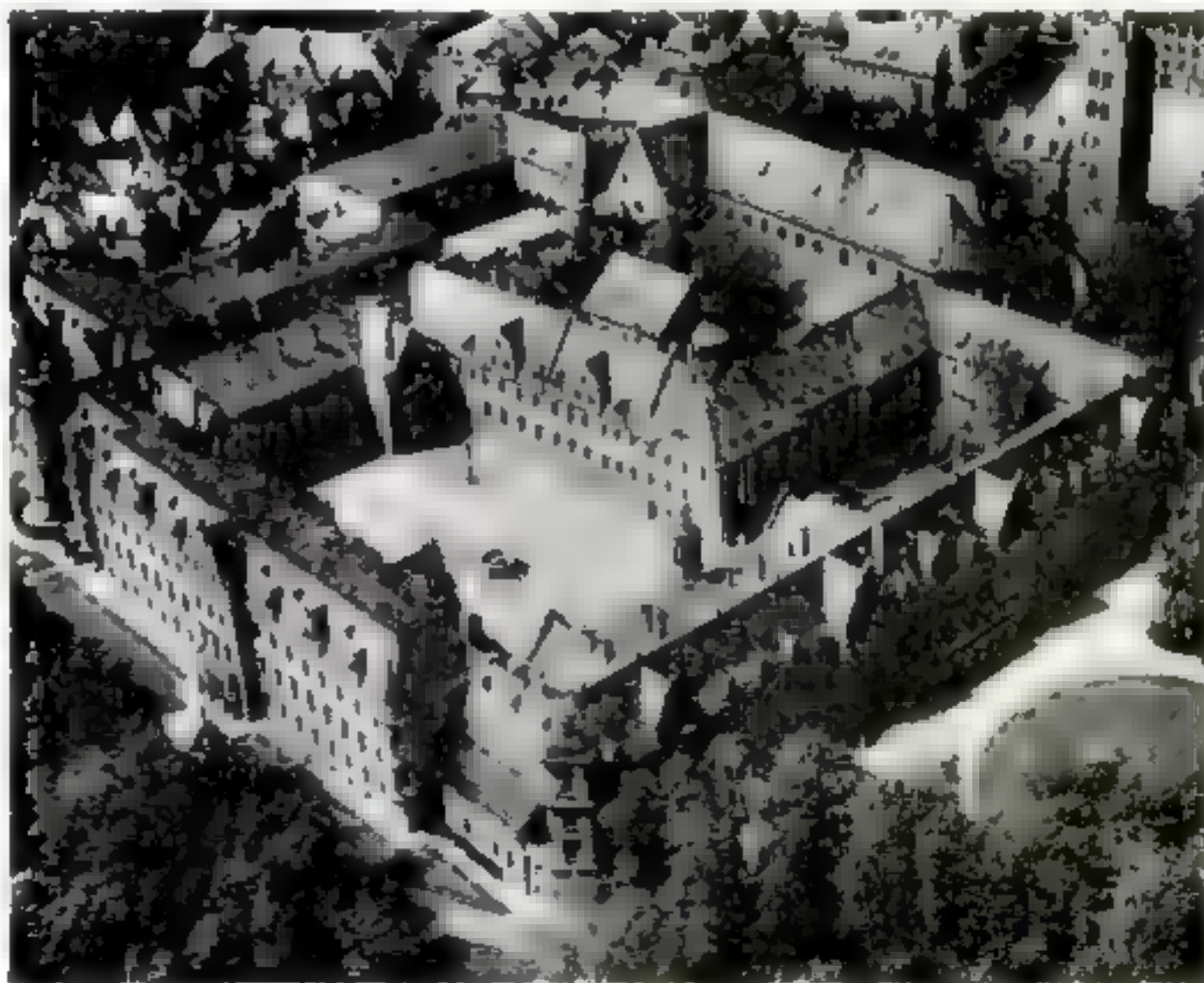
LAND WAS THEIR WEALTH IN ALL EASTERN EUROPE



COURT JEWELER IS JOSEF PLEYER

Before World War I the 336,797 acres of Thurn and Taxis land scattered from the Baltic to the Adriatic were exceeded only by the holdings of the Kaiser. Their castles dotted hilltops from the Carpathians to the Rhine: they owned breweries, distilleries, apartment houses, country inns; shopkeepers were "by appointment" (left). Today, there remain some 94,000 acres in the French and U.S. zones of Germany, which Allied

land reform programs may cut still further by subdividing. U.S. military government officials, however, have agreed that some of their estates should be exempted as "model farms." Thus the Hereditary Prince (left) will still fall heir to a large establishment. His father has today a payroll of over \$1.5 million yearly for 3,000 employees—and though his personal wardrobe has shrunk to six suits, there are still 24 castles in the family.



PALACE IN REGENSBURG has 371 rooms, of which the family occupies 103 (at lower left). Remainder is given over to museum (lower right), government offices and refugees. Its inhabitants now total over 400. Originally a Benedictine cloister, it was begun in year 740, was given to family by Bavarian state in 1812.



AS A SCULPTRESS the princess confines herself chiefly to religious and allegorical figures. Unmated

dun boy behind her is model for a saint's statue; at left rear is figure she did for children's clinic

THURN AND TAXIS CONTINUED



BOOK OF HOURS, which she began in 1917, is explained by princess to children of the prince's chief administrator

PRINCESS SETS A FINE EXAMPLE

More easily than her husband, the princess has adapted herself to the changing times. A woman of talent and energy, her days are crowded with work, not only for her family but also for the world outside. Her daily schedule, as much as that of the prince, begins at 6 a. m. with a horseback ride, followed by a cold bath, Mass in the palace chapel and daily breakfast. It ends at 9:30 p. m. when, after a hot bath, the princess retires. In the hours between she is never idle. A sculptress of note, her works include Regensburg's World War I memorial, numerous church and palace statues and one of General George S. Patton Jr., who cleared himself to the family by requesting a formal audience after he took Regensburg. She also paints, composes and plays the harp. Most characteristic perhaps is her devoted work as a trained nurse (*schon*). In World War II she cared for German and enemy soldiers alike, regardless of creed or color, and remembers fondly a Negro boy whom she comforted when he learned the loss of a leg. "I told him," she says, "that I would treat him as my son. He grinned from ear to ear and laughed all over." Now 79, full of years and good works, she gracefully accepts the fact that in the timeless tradition of the family she and her husband will eventually be succeeded in the massive coffins (*right*) awaiting them in the ancestral tomb.



AS A HARPIST she likes to play in solitude in tower room. This and studio are most private quarters.



AS A HORSEWOMAN the princess never misses a day. In the country, she rides three hours daily.



AS A NURSE, she is highly skilled and knowledgeable. Here she assists an appendectomy on small boy.



IN THE ARCHED ANCESTRAL CRYPT THE MASSIVE COFFINS
OF PRINCE (LEFT) AND PRINCESS WAIT SIDE BY SIDE



PLAGEMANN VISITS NEW VICTIM of the current polio epidemic at New York State Rehabilitation Hospital at West Haverstraw, near his home at Palisades on the

Hudson. The boy, who is 3½, was affected in both his arms and legs and in his torso. To ease his painfully stiff neck muscles, a physical therapist is giving him a special hot bath.



AUTHOR WAS PHARMACIST'S MATE

Poliomyelitis: A CASE HISTORY

A sailor victim tells how he had
to fight it in both mind and body

by BENTZ PLAGEMANN

This is the first-person story of a man's recovery from polio (see also pp. 46-51), taken from *My Place to Stand* (Copyright, 1949, by Bentz Plagemann, published by Farrar, Straus and Co., \$2.75). It is a vivid and deeply moving account because the polio victim happened to be a skillful writer as well as a sensitive human being. Mr. Plagemann volunteered for medical service with the Navy during the war despite his deepfelt abhorrence of violence and the fact that the sight of blood nauseated him. The story of his bout with polio begins while he was serving as chief pharmacist's mate on an LST, which had no doctor in its complement, en route from Africa to Italy. The time was July 1944.

AT about 5:30 on the morning after we left Bizerte for Naples, we were awakened by the alarm for general quarters. On a routine call such as this I sometimes stood on the deck outside of my station in the wardroom. The sea was beautiful, calm and blue. We were still able to see the African shore, a series of low hills, pale blue, rising from the mist. The scene had a curious unreality. Then I realized that the unreality was not in the scene but in myself. My body felt light and too warm.

When we had been secured from general quarters, I went below to the sick bay and took my temperature. It was 102.5°, so I went to our isolation ward and got into bed. I was there four days.

As the time passed by, everyone was very cheerful about my illness except myself. My temperature did not drop. Sometimes it climbed near to 104°. I began to have pain in my back and legs, which gradually traveled up my spine to my neck. It became difficult to move my head. I dosed myself with aspirin, and when the pain increased I took codeine. I had to get up frequently to go to the nearby "head" because I had other symptoms.

Once in a while I would drag myself from my bunk and walk to the sick bay, which was on the same deck two or three compartments aft. I would sit there for a moment to see that all was going well. On one of these trips I found the sick bay empty. I took down

CONTINUED ON NEXT PAGE

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Prices quoted do not include tax and are subject to change. *Reg. U. S. Pat. Off.

BIG BEN*

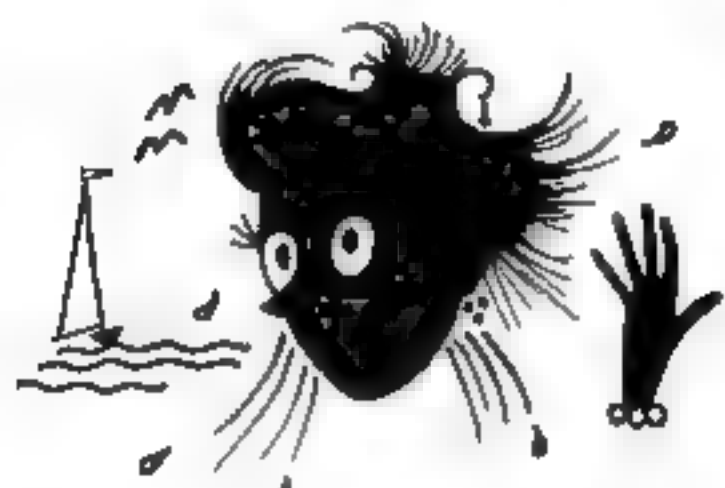
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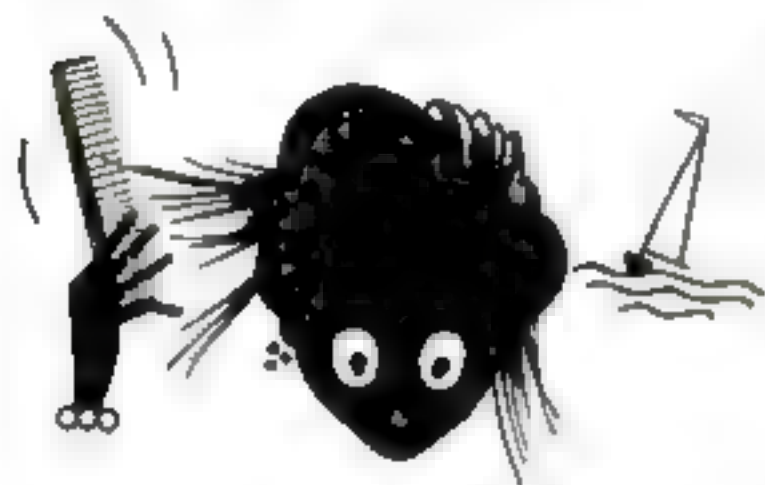
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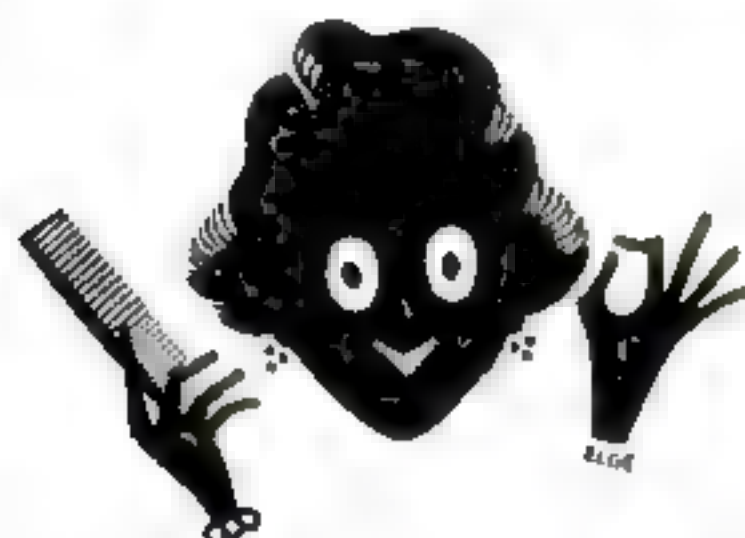
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HALF AFLOAT in the warm water of the Warm Springs pool, some polio patients are given "muscle re-education" by physical therapists in swim suits.

PLAGEMANN CONTINUED

our book on diagnosis and looked up my symptoms. Afterward I went back to my bunk and lay still. I tried to dismiss from my mind the frightening suspicion which had lodged there.

In an hour or so I had to get up again to go to the head. Halfway there my right knee gave way and I fell to the deck. But I dragged myself to the head and back to my bunk and waited for one of my shipmates to appear. One of the deck crew presently came by and I called to him. "Go to the captain," I said, "and tell him I have infantile paralysis."

I remained in the American Army hospital in Naples for a month, and all of my memories of that period are conditioned by the framework of pain. Somewhere within was the person I had once been, but a slow process of alteration was begun, as if the exterior of a house were changed while the living rooms within remained the same.

Since poliomyelitis strikes at the central nervous system, it is particularly enervating; this, coupled with the persistent fever, results in complete exhaustion. The pain of the first stage of the illness is caused by the pulling of the relatively uninvolved muscles against those which are useless.

In my own case some of the muscles in the back of my right leg, which was where the paralysis settled, still functioned, and since there were none in front of the leg to offset them, the natural tendency was for my leg to be drawn backward.

I had excellent care. My doctor, Dr. Pocotte, was from Toledo, Ohio. He was a man first and then he was a doctor. Or it might be better to say that he was a human being first. I asked him the question that was always in my mind. Would I ever walk again?

"Of course," Dr. Pocotte said.

"Will I walk normally?"

"Well, possibly not." (How difficult it was for him to say that.)

"But you will walk," he said. "Perhaps with a brace."

"When will that be?"

That he could not tell me. It depended on many things. (Did I want to walk again, he seemed to be asking.)

"Is it a matter of days?" I asked him. "Or weeks, or months, or years?"

"It should be a matter of months."

It was then August. "I should like to walk by Christmas," I said.

Two modest brick and stone pillars flank the drive which leads to the Georgia Warm Springs Foundation. I thought they looked like a design for a bookplate, and it was with the feeling of opening

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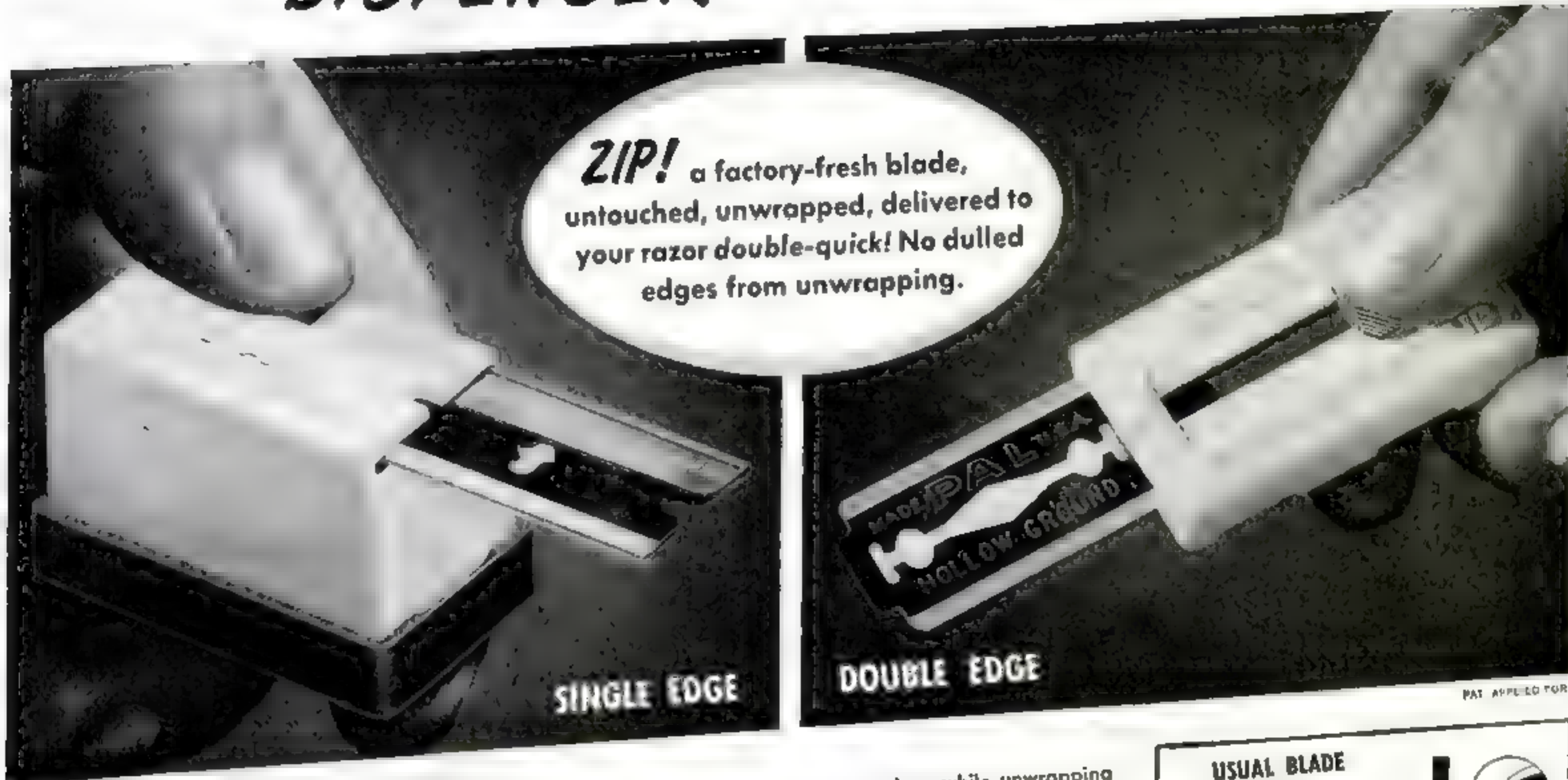
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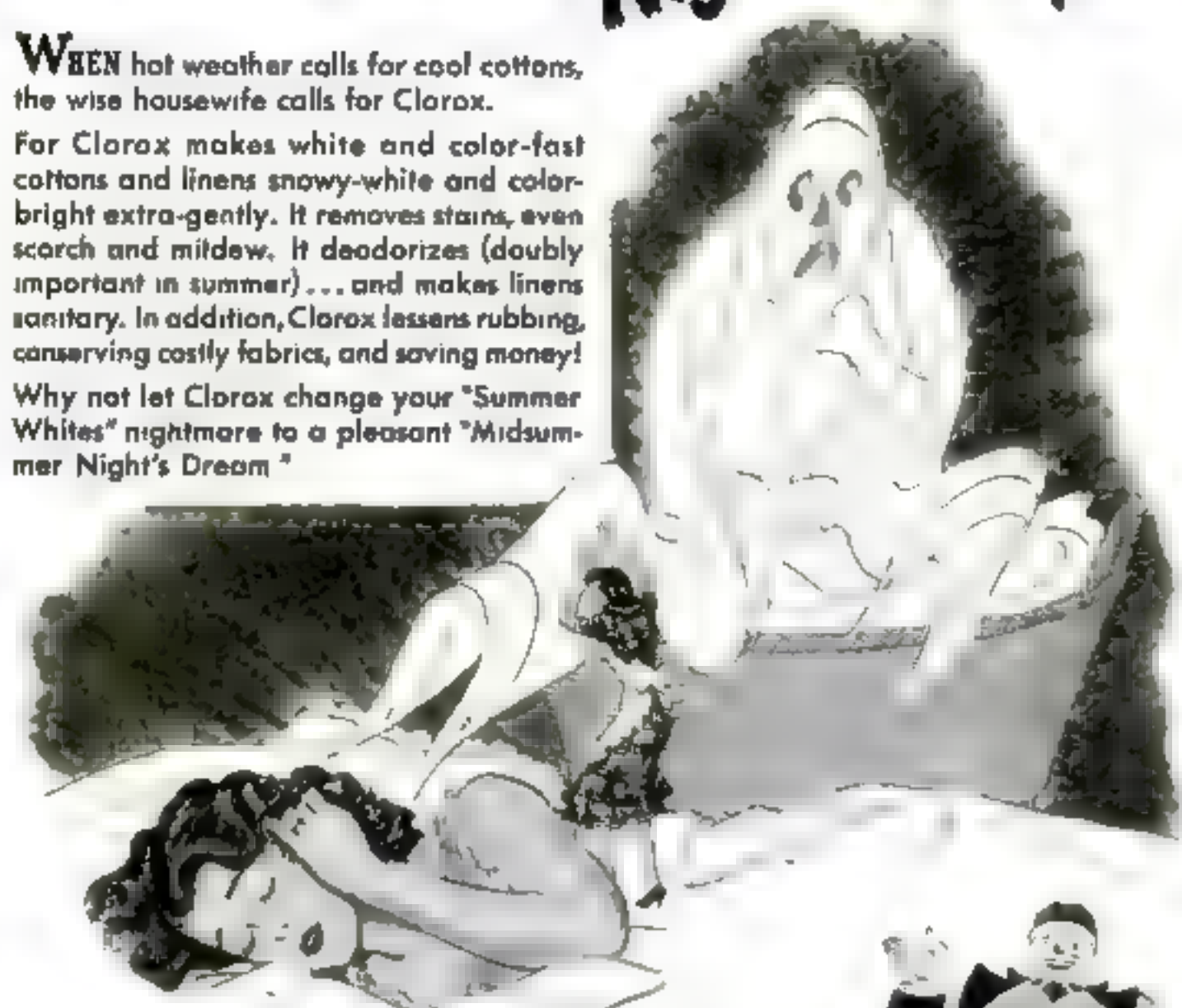
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Conti Castile

THE QUALITY SHAMPOO

PLAGEMANN CONTINUED

an unread book that I entered the drive in the ambulance. Suddenly, at a turn in the drive, we came upon a hidden group of buildings, a small principality, like an 18th Century manor house. The ambulance took me to the rear of the Medical Building, behind the central building, where I was taken inside to an examining room. I was prepared for an examination, but I was not prepared, when I had stripped to my undershorts as instructed, to be called upon by a woman. This was Miss Plastring, the head of the physical therapists. She went about the business of examining and charting my muscles with quiet but friendly efficiency.

"If I have to limp," I said belligerently, "I am going to do it with a flair. I am going to be the poor girl's Byron."

Miss Plastring regarded me gravely. "Are you a poet?" she asked.

I realized at once how badly I had failed in my attempt at humor and I lapsed into a rather sheepish honesty. "No," I said. "I am a writer."

"Then not Byron," she said softly. "Sir Walter Scott must be your model. He was a polio too, you know."

The way she said the word "polio" fell strangely on my ears. She robbed it of its harshness, its diagnostic sound. She made it sound like a secret order.

"Only a particular group of people contract polio," she went on quietly, testing my muscles. "It indicates a highly organized central nervous system, which usually means talent or special ability of some kind."

Next morning I was awakened by a large, capable, colored attendant who informed me genially that I was to have a bath. Still half-asleep, I found myself picked up, as one might pick up a child, and deposited in a tub of water. When I complained that it was too hot, the attendant, who told me that his name was Frank, laughed and said that he would come back when I was "done." I survived this ordeal, and Frank cheerfully carried me back to my room, where breakfast waited on a tray.

After breakfast Frank took me in a wheelchair down to the brick-pillared cloister which led from the Medical Building to the pool. He left me sitting in a hallway where you awaited your turn inside. Soon Mac, a large ruddy Scotsman who was the "king" of the push boys, the wheelchair attendants, appeared. Without a word he whisked me inside.

My first impression of the pool was that it rather resembled a cathedral. In the clear light from the many-paned, translucent windows it looked very large. My physical therapist, Mrs. Schlosser, wearing a bathing suit, was standing in the pool awaiting me. Mac lifted me down to her and I surrendered gratefully to the warm water and the hands of Mrs. Schlosser, who held my head above water as she helped me out to a raised platform in the pool. There were several of these platforms, their surfaces submerged on a slanting line. I lay with my head on a folded towel, my face above water but the rest of my body below. An oppressive silence filled the large room, even though every platform was occupied by a patient, with a physical therapist beside it. And now the ritual began.

Remembering lost freedom

LEANING over me, her lips close to my ear, Mrs. Schlosser whispered, "Think of your quadriceps." Then, arching my knee, she extended my lower leg, while I lay there in complete abeyance striving to remember where the lost quadriceps were. I knew now the meaning of the silence in the room. It indicated not the absence of sound, but the presence of thought. We were all of us trying to remember our lost freedom, the lost movement of arms and legs.

We covered the entire normal range of action in both legs. When I turned sideways to perform more exercise, Mrs. Schlosser became so absorbed that she raised herself upon the platform, the better to help me. Her long brown hair was above me, her face close to mine.

During those early days, I would look at her with secret delight. I guiltily, surreptitiously drew strength from her young, fresh health.

The ritual of the silent pool lasted for 45 minutes by the clock. No more, no less. Then I was taken back to my room in the Medical Building for lunch. The sound of laughter and conversation from a room at the end of the hall aroused my curiosity, and after Frank had gone I wheeled myself there. Half a dozen or so of the patients had gathered in the room of a young man, to whom I was introduced. They welcomed me and urged me to stay and have my tray with them. But I was cowardly and I declined. For Roger, the young man in whose room we were, lay with his twisted back over a Bradford frame.

The Bradford frame was bowl-like; canvas was laced over it tight-

*There was no telling
what a young boy would find in*

THE WALLET

ONE BY ONE Anne Carson touched the articles that lay on the table before her. The wrist watch she had given him that last Christmas, five—or was it six?—years ago. The cuff links he had treasured since his college days. The gold knife his club had presented to him. His fraternity pin. His wallet.

The wallet. That had always been a standing joke between them—the way he'd pack it with cards and papers until it would hardly fold, and then she'd have to make him sit down and go through it . . . And then there was the time he'd taken her out to dinner on their anniversary and when he got up to pay the check the wallet was home and . . . There were so many memories in that wallet.

As she was day-dreaming—a little misty-eyed—she heard the front door open and close.

"That you, Jim?" she called.

"Yes, Mother." Jim came into the room. He was about twelve. "Miss Benson threw another English test today," he said, "and it was . . ." His eyes found the table. "They're Dad's things," he said.

Anne nodded. "Would you like to have them?"

"Yes, Mother. Very much."

"Will you take good care of them if I let you have them now?"

"You bet!" he said. He looked at the watch, the knife, and then, with a boy's curiosity, opened the wallet.

Inside it, tucked away in a small compartment, he found some business cards and papers that looked as if they had been there for many years.

One of the cards read: "Robert Martin, Agent, New York Life Insurance Company."

"Mother, isn't Mr. Martin the man who came to see us after Dad died?"

"Yes," she said. "He was a good friend of your father's." She remembered the times Mr. Martin had stopped at the house . . . the hours he had spent with her husband talking about life insurance . . . the letter he had sent, after little Jim was born, suggesting some additional insurance. She remembered how her husband had joked about it at the time—said he was getting pretty valuable. Yet it was that extra insurance that would make all the difference, now, to Jim's schooling and his whole future . . .

"Yes, Jim," she said, "Mr. Martin was a very good friend of ours."

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IS A GOOD MAN TO KNOW



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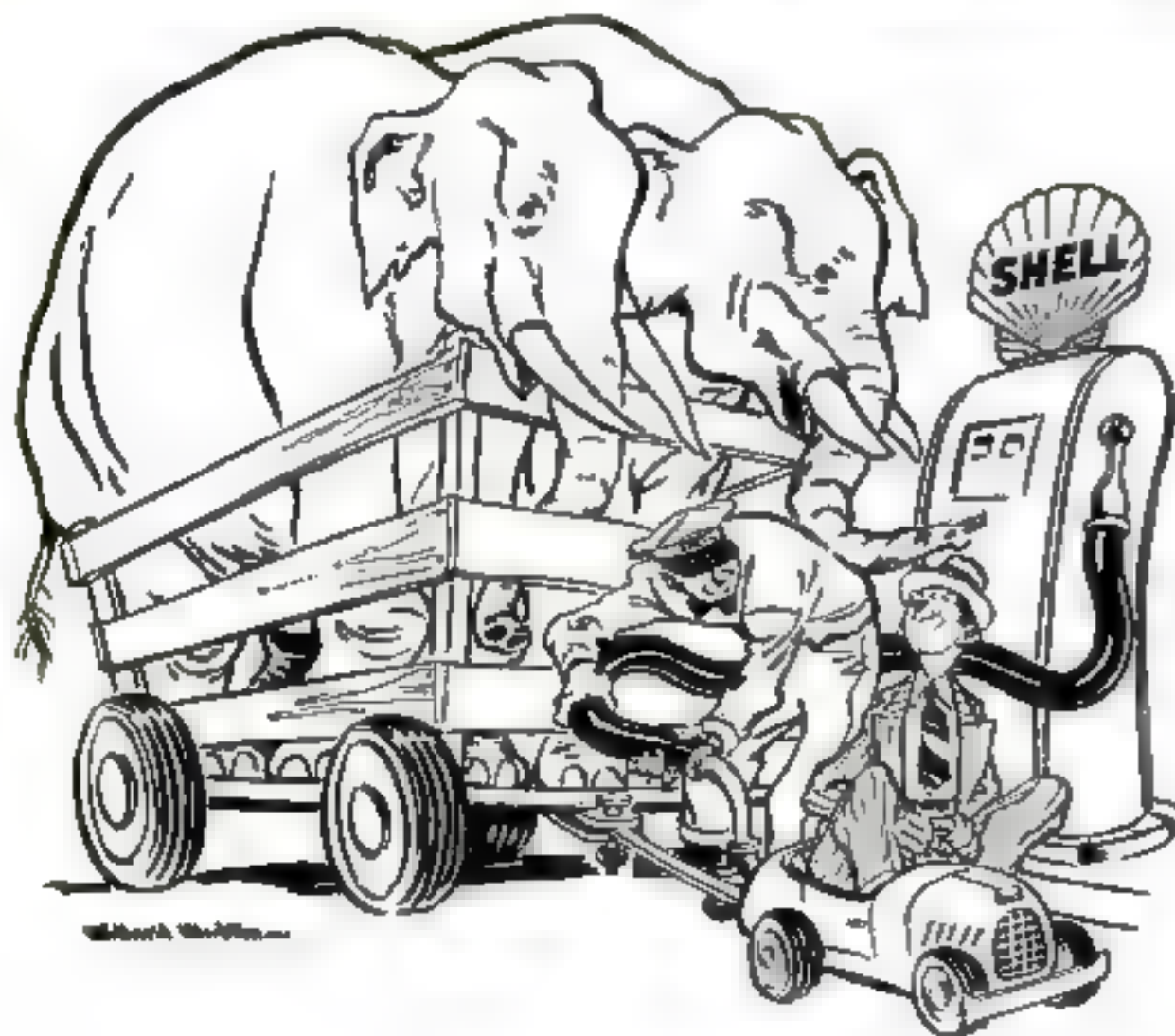
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PATIENTS PRACTICE WALKING at the Warm Springs exercise court in front of pool and infirmary buildings. Physical therapists help each patient.

PLAGEMANN CONTINUED

ly, and Roger lay face upward, his head and feet lower than his body. He lay like that 24 hours of the day, day after day. I was not injured to the sight of such cheerful, patient suffering.

I thought of my own suffering and loss with a feeling of guilt. The conviction grew on me that I had subconsciously chosen to suffer. I reminded myself, of course, that polio is caused by a virus. It seems unlikely that a man could will himself to have it. But in my inner thoughts, which I did not discuss openly, I allowed myself to examine this idea. What an admirable disease it had been for my purpose! In the intolerable situation forced upon me by the war I suddenly found myself unable to walk. My ship went on to its task without me.

There were many things I had to think about before I could lunch with equanimity in Roger's room.

Lunch was followed by the rest period. When the hour had passed I pulled myself into my chair and wheeled myself out to the open terrace above the porch. Below me was an oblong court of reddish-tinted composition. It was an exercise court, and this was the hour of walking practice. Along each side of the court the patients had already begun to line up in their chairs, like spectators at a game.

Medieval ladies to the joust

IN the warm Georgia sunshine the girls and women were dressed in gay sport clothes. Those still arriving descended the walk in their wheelchairs like medieval ladies coming to the joust. The men and boys arrived with dash, careening down the hill in their chairs, their hands (if they could use them) sure and clever as they guided themselves by turning the outer rims of the wheels. When all of the chairs were lined up, the physical therapists, starched and fresh after their morning in the pool, approached one patient at a time with his or her crutches.

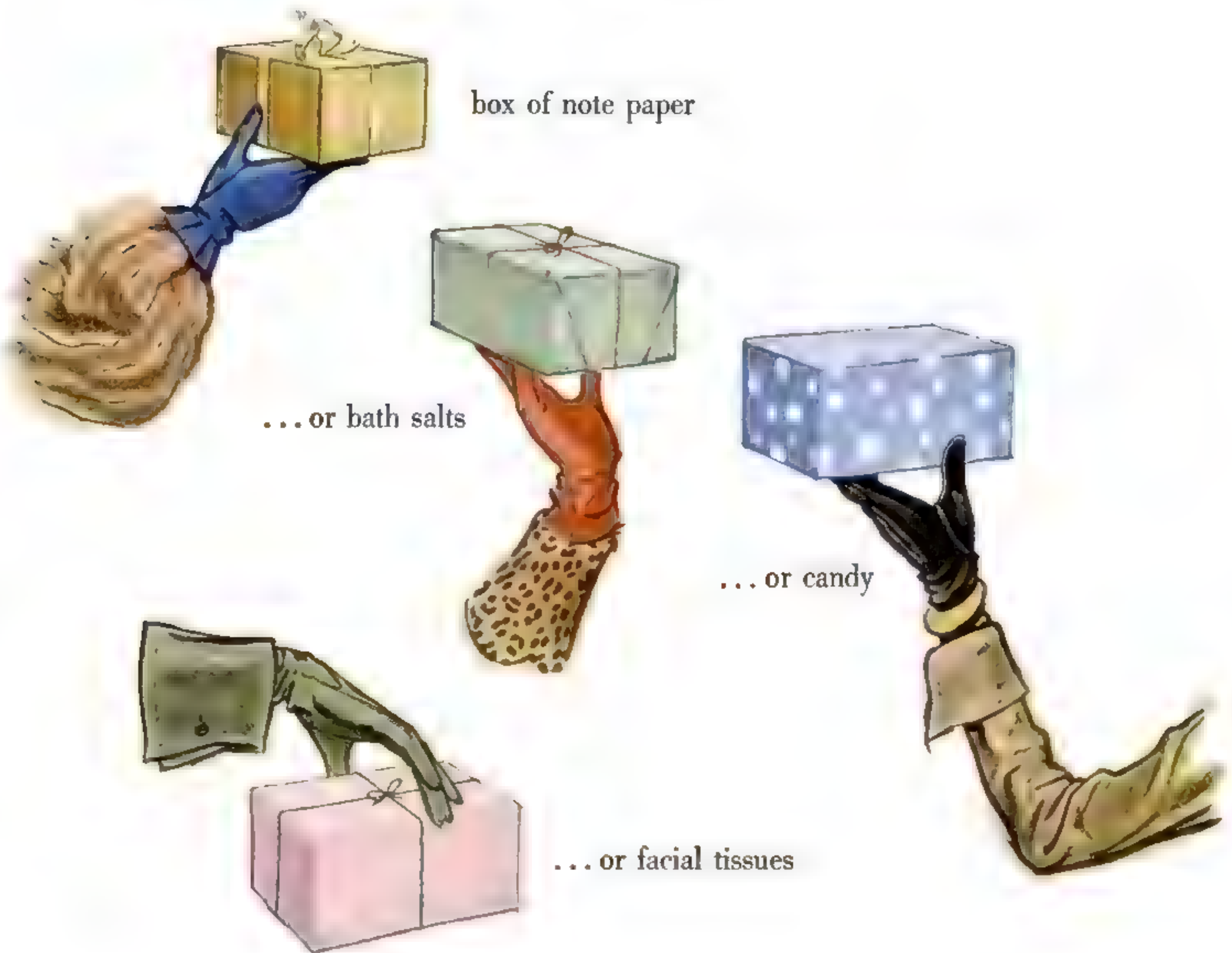
Then the walking began, the walking known as "supervised," with the physical therapist in front to hold the patient's belt or fold of dress, and a push boy behind if necessary. The crutches used were known as Canadian crutches; they ended just above the elbow in a semicircle of covered metal which gave support to the arm yet forced one to stand erect instead of slumping forward.

"Foot in," the physical therapist would say, or, "Hike the muscle at the waist," meanwhile counting, "Left crutch, right foot; right crutch, left foot." And laughter all the while, laughter and friendly ridicule from the spectators.

At the far end of the court was a raised platform with a short flight of steps leading to each of the four sides. When each patient had finished his walking stint he went to do the steps, and from this platform even louder laughter sounded.

CONTINUED ON PAGE 101

Wrapped, it looks like a



box of note paper

... or bath salts

... or candy

... or facial tissues

Actually, it's Modess in the wonderful new-shape box!

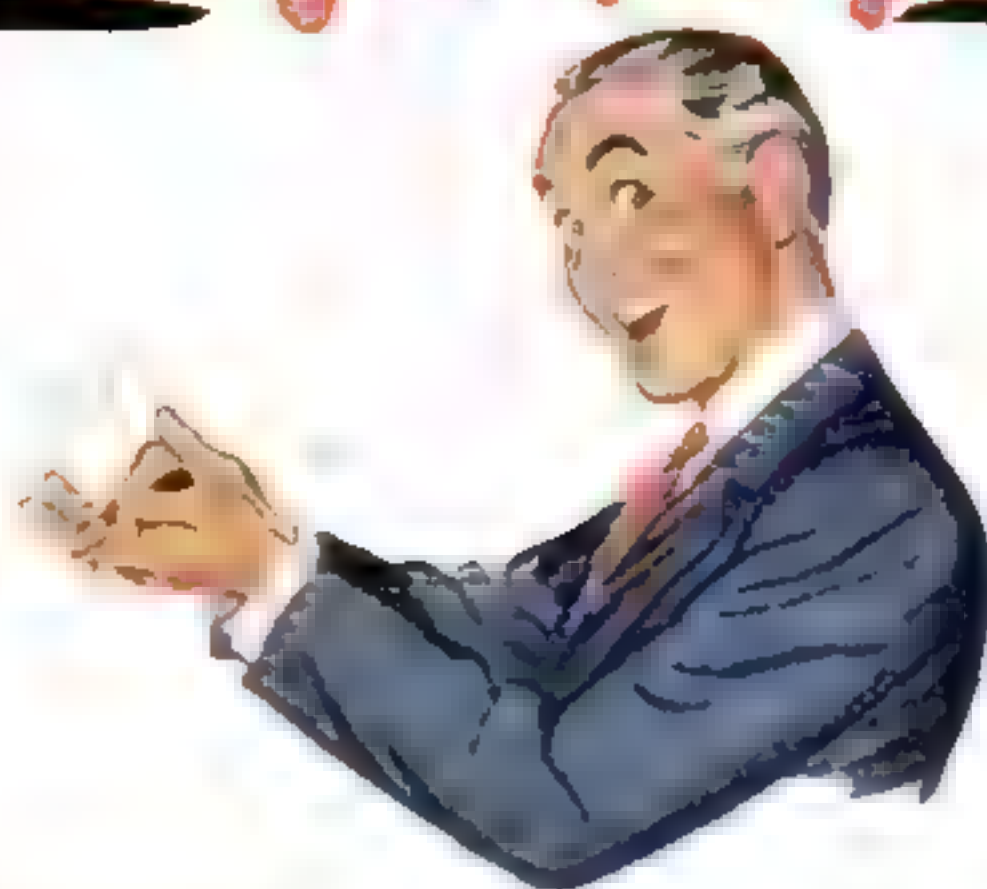


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It's a lot of fun, making things for people like you who are always on the lookout for better products to help you lead happier lives! So you can understand why we're so excited about the wonderful new Crosley products we now have ready for you. A few of them are pictured on this page. But you'll want to see them *all*! Visit your near-by Crosley Dealer and thrill to the precision-engineered *performance*, the eye-filling *beauty* and the honest-Injun *value* that Crosley gives you in "better products for happier living."



Happy Hours for all the family are the gift of Crosley Television. The "Popularity," shown here, features a big, direct-view, 12½-inch picture tube that gives bright, sharp, clear pictures even in lighted rooms. Included in its low, low price, you get full-range, static-free FM radio. Simple connection for record player. Cabinet of rich mahogany veneers.



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MODEL 10-304M

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CROSLEY

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Those with two braces went up backward, the braces locked at the knee. The method was to hoist the trunk of the body by leaning forward on the crutches and thus raise the feet to each step. Everyone agreed that the spectacle was ludicrous. Sometimes the patient himself was so convulsed by laughter that he would have to stop to control himself. Those with one helpful leg, unbraced, were more fortunate. They went up forward, one hand on cane or crutch, the other on the stair rail. In this way they could drag the useless limb up to each step. They were not half so amusing.

Three days later I was moved to Boulder's Hall. The room in which I found myself was small but complete, with none of that extremely antiseptic hospital precision. I fell easily into the routine: breakfast, pool treatment, lunch, rest hour. I did not yet have my brace, so I could not participate in the exercise of walking. Perhaps because of this, I still did not become really acquainted with the others until my first trip to Manchester, a small town a few miles distant. Every Friday afternoon the Foundation bus took there all the patients who were well enough, to have a haircut, or shop, or perhaps just to have a Coke at the local drugstore.

When the bus arrived in Manchester, a small town with the traditional main street, we pulled up in front of the barbershop. The girls, most of whom could walk with canes or crutches, were helped down first. The rest of us were wheeled to our destinations, one at a time, in a portable wheelchair. I was taken to the barbershop.

Two push boys had come along with Mac, and as I sat in the barber's chair I could see the wheelchair making its trips up and down the street and the girls, on their crutches, going from store to store. The people of Manchester were accustomed to this weekly sight; they accepted it without surprise, behaving, out of custom or indifference, in the admirable way most people find so difficult; they did not stare.

When we boarded the bus again we all sang. After that day I fell easily into the harmless diversions of the Foundation in which male and female were paired together in their wheelchairs, like the cardboard animals of a child's Noah's ark. I thought often of that parallel. We floated serenely above the deluge, waiting, not too eagerly, for the arrival of the dove with the olive branch, which would tell us that we might go out into the world again.

One morning Mrs. Schlosser was waiting for me with a smile. "You are to be measured for your brace," she said excitedly. The contour of my atrophied leg was traced on a piece of brown paper by a technician: a seemingly haphazard process which would result, I knew, in one of the best braces to be had anywhere. Afterward I went to the storeroom and selected a pair of crutches.

Mr. Doyle's joke

I FOUND that I was beginning to enter into the quick, slashing conversation of the men's dressing room. I would often meet here the large Mr. Doyle, a great man, completely paralyzed, unable to move anything but his head. Even his beloved cigar had to be placed in his mouth for him, but no one minded performing this simple act for Mr. Doyle, or even more difficult ones, since he had endeared himself to everyone some time before my arrival by a remark to a visitor. He had replied to a lady who had asked him if he had "infantile paralysis" that, no, he had been hired to test wheelchairs because he was so large.

The best of all the Warm Springs stories concerned the rehearsed "miracle" which had taken place before my arrival. On the terrace in the rear of Georgia Hall was a shallow basin of stone with a fountain in its center. Newcomers never failed to ask if it was the spring. Sitting idly about this fountain one Sunday afternoon several patients and push boys evolved a scheme. One of the push boys allowed himself to be put in a chair, wearing borrowed braces. Then when the visitors had arrived, standing, as was their custom, in silent awe and some distance removed, another push boy went reverently to the fountain, dipped a paper cup of water from it and carried it to the pseudo-patient. After drinking greedily, the "patient" began to shake, jerk, jump; a glad smile broke forth on his face, and with a shout of delight he leaped from the chair, shed his braces and danced about the pool crying, "I'm cured! I'm cured!" while the real patients sat helpless and weak with laughter.

Something in the nature of our predicament induced this laughter among ourselves when we had recovered from the early illness; and if we did not learn to laugh quickly enough, we were taught by those who knew its value and necessity.

At two places in the Foundation there were full-length mirrors. At intervals in his treatment a patient would be taken to one of these in his chair, his braces put on, his crutches held for him. Then he would be raised upright in front of the mirror by the physical therapist.

CONTINUED ON NEXT PAGE



"WE'RE GAINING,
WHITEY!"

"SURE, BLACKIE,
IT MEANS THAT
MORE AND MORE
PEOPLE LIKE WHAT
WE GIVE THEM"

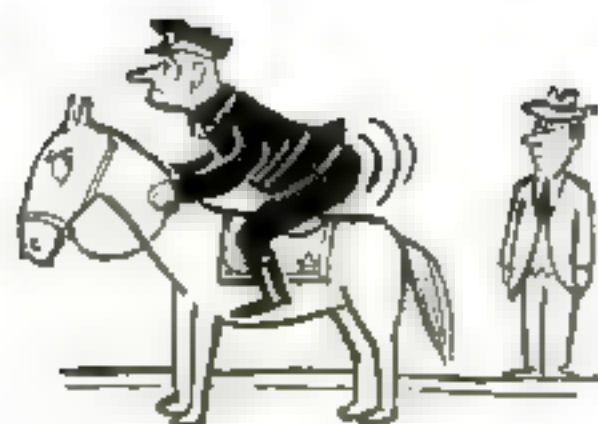


"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS



A mounted policeman
named Reid



Would squirm as he sat
on his steed.



Said a man on the street,



"Arrow Shorts can't be beat!"



They have all of the room
that you need!"

No chafing
center seam

5 models: All-elastic waistband (2 styles);
Elastic or Tie-side; Adjustable back.
Sanitized • Gripper fasteners

**ARROW
SHORTS**

\$1.25 \$1.50 \$1.65 • Arrow Undershirts, 85¢ up

Made by the makers of Arrow Shirts
Cluett, Peabody & Co., Inc.



ROOSEVELT BEAMS as Graham Jackson serenades him at Warm Springs banquet. He is flanked here by Bette Davis and Polio Crusader Basil O'Connor.

PLAGEMANN CONTINUED

"You have this muscle," the physical therapist would say, "or that muscle." And then she would point out his limitations. "You do not have these muscles," she would say, "and now you must learn to compensate for what you do not have by what you have."

The word stirred memories in my mind. It had been a long time since I had read Emerson's essay, but it seemed to me that the secret lay in that word "compensation."

Before I was permitted to stand, I would wheel myself to a mirror. Waiting there until I was unobserved, I would raise my body by my arms from the chair and regard myself. Standing there, secretly, before the mirror, half raised from my chair as if in flight from my body, I would say, I am alive now but one day I will be dead. I said this—words will not convey it—with such pleasure and excitement that the whole world was changed about me. The sky took on more brilliance, the earth flowered and I was joined in joy with those about me. Not because I was "half in love with careful Death," as Keats said, but because it seemed to me that through the veil of illusion behind which most of us lived I had somehow encompassed with my mind the limitations of my body.

Writing this I realize the futility of my words. It has been said before and it will be said again, yet no one can give this knowledge to another. I could only look into the eyes of those about me—look at Mr. Doyle being lifted into his chair, seeing in his eyes this same knowledge. I could say to Mr. Doyle, "A fine specimen you are," and he could reply, "The hell with you, you cripple." And we could laugh because we were free.

A visit from President Roosevelt

I HAD arrived at Warm Springs on Nov. 1, 1944, and on the 24th a bulletin was distributed which read, "Tentative plans are that the President will be in Warm Springs in the near future."

As the news was spread the Foundation took on a different character. A sort of tension mushroomed overnight. When we gathered around the piano in the evening, our singing soon drifted into conversation. But when the telephone men, who had arrived to set up a special switchboard for the President's use, came into Georgia Hall after dinner, the conversation stopped and the singing started up again, pointed, a little too loud. Dr. Harald Johnson, well known in the world of medical science, had been stricken with paralysis in his laboratory. If he found himself alone in Georgia Hall, he would play Bach, sitting at the piano in his wheelchair, his trousers falling loosely over his atrophied legs. But when others gathered he would laugh and perhaps go quickly into *Honeysuckle Rose*. "Before I came here I could do this," he would say, executing an arpeggio.

When the Marine detachment arrived there was a wheelchair traffic jam in front of the gift shop in Georgia Hall. It was surprising how many of the girls happened to be there at the same time, all urgently in need of a candy bar, magazine or Coke. I saw the first group of Marines come in. There were three or four of them, and they stopped with amazement. The girls were suddenly silent, suddenly absorbed in magazines, candy bars, Cokes. After a moment one of the Marines said with slow wonder, "What do you know! A mobile USO!"

Georgia Hall was transformed by the Marines. You cannot get really close to a girl when she is in a wheelchair, but it helps if you sit on the arm, and some of the Marines soon discovered that. May

CONTINUED ON PAGE 105

alone...

because
she doesn't know



LOVE can be lost... romance ruined if you offend with perspiration odor. So stop it before it starts!

DRYAD—Jergens new kind of deodorant actually stops the decaying action of bacteria... the chief cause of embarrassing perspiration odor... before it starts!

Its complete deodorizing action keeps you sweet to love and adore.

APPROVED by leading skin specialists. Harmless to clothes.

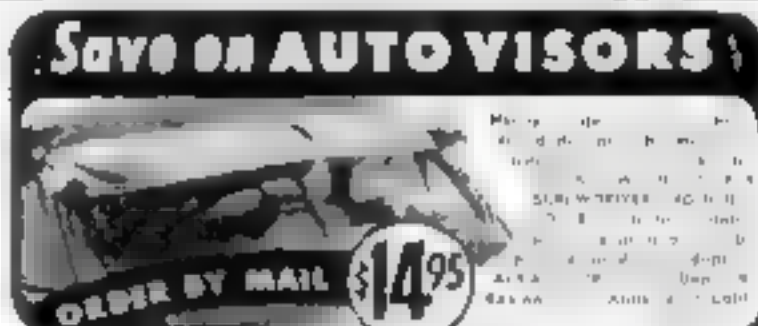
SMOOTH as face cream as long as it lasts. 10¢, 29¢, 59¢.

Dryad

stops perspiration odor
before it starts



There are 14,950,000 LIFE reading families in the United States in which LIFE has one or more readers.



FOR HOME PERMANENTS!

And all your cosmetic uses. Dispenses clean cotton as you need it—special top holds wave lotion. New, practical, inexpensive.

COTTON PICKER
Cosmetic and Nursery Cotton
A CURTIS Product
BAUER & BLACK
Division of The Kendall Company, Chicago 16



VALUE MINDED PUBLIC TURNS TO PREMIUMS

Housewives get top quality, nationally-advertised brands of furniture, appliances, even clothing with premium coupons

American home makers are known to spot a value at a hundred paces, blindfolded. Even this superb marksmanship has been sharpened by the grind of high prices that put desired items beyond the reach of many. This reawakening to value has rocketed Raleigh Cigarettes to a new high in popularity. For of all brands, Raleighs alone give smokers a definite return for their loyalty. The familiar profit-sharing coupon is back on the Raleigh pack after a long absence caused by wartime and production shortages of acceptable merchandise. Millions are already saving these valuable coupons, will exchange them for personal and household items. Carton buyers who purchase plain-end Raleigh Cigarettes get four extra coupons in lieu of the more expensive-to-supply tips, receive premiums forty percent faster. Catalogs picturing over fifty premiums in natural colors and complete instructions for ordering may be obtained absolutely free. For catalog, send postcard to Raleigh, Box 903, Louisville, Kentucky.



TYPICAL INCIDENT of the trend that has seen millions of smokers switch to Raleigh Cigarettes takes place in kitchen of Hope Summers in Evanston, Ill. Neighbor Edith Dowty, admires new Hamilton Beach food mixer, learns it is obtainable in exchange for Raleigh coupons. Impressed, she determines to take advantage of value offered.



AT GROCERY STORE checking counter, Mrs. Dowty asks for Raleighs, learns she can save money and get four extra coupons by buying plain-end Raleigh Cigarettes by the carton. Grocer Chuck Psister gives her Raleigh catalog showing more than fifty premiums.



EAGER TO scan catalog, Mrs. Dowty learns on first page how makers of Raleighs can afford to give expensive premiums with finest-quality cigarettes. Tobacco, workmanship, machinery and methods are unconditionally guaranteed to be the very finest.



HUSBAND PAUL joins Mrs. Dowty in selecting items from catalog. Interesting assortment includes appliances, clothing, furniture, sporting goods and dozens of others, all nationally advertised. Saving coupons together, they will soon realize their hopes.



AT BRIDGE party in her home, Mrs. Dowty and guests are literally surrounded by Raleigh premiums—bridge table, chairs, cards, ash trays, lamp and glasses—all obtainable in exchange for Raleigh coupons. Women recognize outstanding values, are eager to obtain free Raleigh catalog, write down address, Raleigh, Box 903, Louisville, Kentucky. Postcard request brings full-color catalog by return mail.



PREMIUM BONUS and smoking quality win another Raleigh smoker as Mrs. Kleina Scher joins Mrs. Dowty buys carton at drug store, starts collection with fourteen Raleigh coupons. Husbands buy cartons of plain-end Raleighs at tobacco counters, also get four extra coupons, to bring premiums into homes faster. Money saved helps family's budget, provides cash for other necessities.

BROWN & WILLIAMSON TOBACCO CORP.

AFTER a decade of research to discover effective anti-decay formula



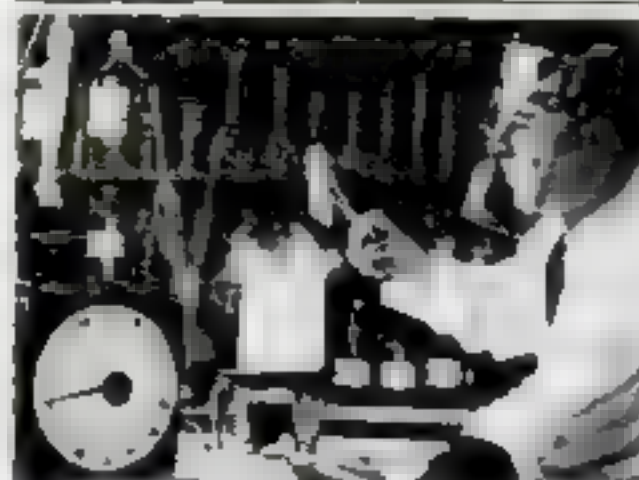
Science discovered anti-decay formula.

AFTER years of experiments with patients using exclusive Amm-i-dent formula



Kovel family reduced decay in test.

AFTER months of testing with anti-decay ingredients in toothpaste form



Amm-i-dent Toothpaste ready at last!

Genuine Amm-i-dent Ammoniated Tooth Paste

IS HERE TO REDUCE TOOTH DECAY!

FIGHTS TOOTH DECAY AND CLEANS SUPERBLY



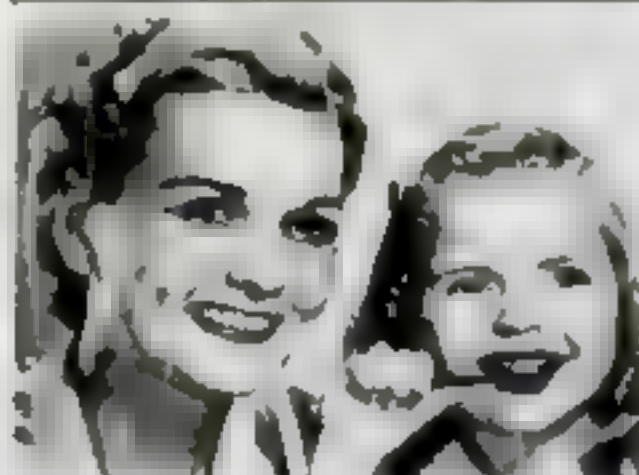
Clean, bright smiles with Amm-i-dent.

FIGHTS TOOTH DECAY AND CHECKS BAD BREATH



Leaves your breath sweet and clean.

FIGHTS TOOTH DECAY AND TASTES DELIGHTFUL



Every one loves its pleasant flavor.

At Last—A Reliable Ammoniated Toothpaste To Help Prevent Cavities!

Now!—Amm-i-dent Toothpaste, the first genuine ammoniated toothpaste made from the famous Amm-i-dent Tooth Powder formula for reducing decay.

Two ingredients in Amm-i-dent help prevent cavities—Carbamide and Dibasic Ammonium Phosphate. They eliminate great numbers of acid-producing bacteria always present in cases of decay.

Remember, this toothpaste is backed by the makers of Amm-i-

dent Tooth Powder, one of the world's largest selling tooth powders. No other toothpaste manufacturer has Amm-i-dent's experience with anti-decay research.

If you want protection against decay for your family, but have been waiting for an ammoniated toothpaste . . . if you're using ammoniated tooth powder, but prefer paste . . . get genuine Amm-i-dent ammoniated toothpaste, today, for the whole family!



Advertisement is the Trade Mark of Amm-i-dent, Inc., 17 Fifth St., Jersey City 6, N. J.

AMM-I-DENT DOES IT AGAIN

Makers of Amm-i-dent Tooth Powder perfect first genuine ammoniated toothpaste from same formula.

Last February a bombshell burst upon the long-established dentifrice business when it was announced that tooth decay could be reduced by brushing the teeth with Amm-i-dent Tooth Powder. In six weeks, boosted by press reports (Time, Feb. 18th), recommendations of dentists and fact-packed advertisements, Amm-i-dent Tooth Powder zoomed to Number One position in tooth powder sales.

But most Americans prefer paste. And even the offer of "fewer cavities" could not completely overcome the habit of years.

To Amm-i-dent scientists this presented a knotty problem. The powder's anti-decay ingredients did their work by releasing ammonia, upon contact with moisture in the mouth. Pastes contain moisture. Could an ammoniated paste be "stabilized"—i.e., made to hold its ammonia content until used for brushing, despite natural moisture?

Last month, Amm-i-dent Toothpaste passed its final laboratory test. The manufacturers, now serious contenders in the dentifrice market, spread the news with advertisements (left) that told how Amm-i-dent Toothpaste could help reduce tooth decay, cleaned superbly, checked bad breath—and tasted delightful.

Early users found their claims were fully justified. Smart pre-testing had selected the toothpaste flavor most apt to appeal to most people. Amm-i-dent's researchers had come up with a toothpaste that combined all the best features of cleaning breath and teeth. And, Amm-i-dent had one all-important exclusive; no other toothpaste could be made from the original Amm-i-dent powder formula, the only formula on which dental journals had published articles showing decay reduction in human beings.

Other toothpastes would make a bid for public approval. But Amm-i-dent still held the Amm-i-dent formula, with more ammoniated anti-decay ingredients than any other leading dentifrice. And Amm-i-dent still had dental charts showing how tooth decay had been reduced in actual practice—by families using the Amm-i-dent formula. In the dentifrice derby, it looked as though the leader might be very hard to catch.

AMM-I-DENT ADVERTISEMENTS stressed testing necessary to develop Amm-i-dent Toothpaste. Problem was to keep anti-decay ingredients from releasing ammonia content until they reached human mouth. They solved it.

PROUDEST POSSESSION of Amm-i-dent, is file of dental charts, showing reductions of decay. Benjamin Lucatorto and son used Amm-i-dent powder during test research.

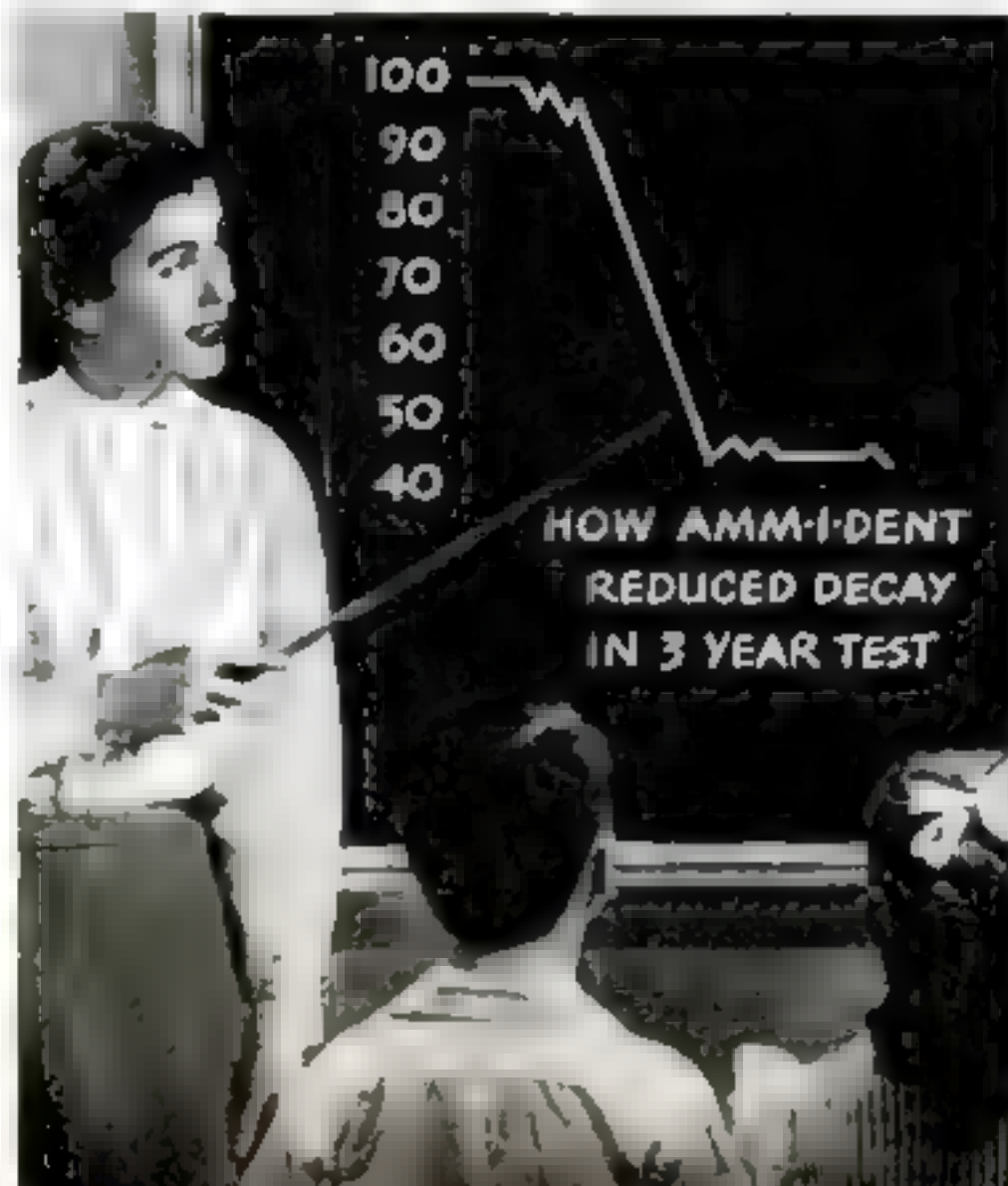
TEST GROUP averaged 43.5% reduction in decay, using Amm-i-dent powder. Paste allows you to rinse—after 2 minutes brushing—without destroying anti-decay content.

WENDY WELLS, New York Model, was using Amm-i-dent Tooth Powder until she posed for Amm-i-dent paste advertisement. She now uses Amm-i-dent Toothpaste.

LUCATORTO*

Mr. Benjamin Lucatorto
1423 Fletch Ave., Bronx, N.Y.
Before using Amm-i-dent:
13 cavities in 12 years.
After using Amm-i-dent:
2 cavities in 4 years.
Reduction 87%
Tom, (son)
Before using Amm-i-dent:
4 cavities in 14 years.
After using Amm-i-dent:
1 cavity in 3 years.
Reduction 87%

*From actual dental records.



it be forever an honor to the Corps that to a man they saw in the young ladies of Georgia Hall not polio victims, but members of the opposite sex. They brought stars to their eyes.

The day of the President's arrival dawned with a sense of dream-like unreality for us. We waited for him in our wheelchairs in front of Georgia Hall, sitting in a semicircle in the shadow of the white pillars. When we saw the cavalcade round the corner of the drive, our throats tightened. As he drove his car with the hand controls into the circular drive before us, he slowed down, and when he reached us he stopped. Then, sitting in silence, he smiled. He raised his arms above his head, clapping his hands like a victor, and in our chairs we smiled back at him and wept. . . .

By 6 o'clock that evening the hall was already full of wheelchairs. We had spent the latter part of the afternoon dressing, the men fully excited as the girls. We had discarded our customary slacks and sport shirts; we of the service had put on our uniforms.

Inside the dining room a long table had been placed at the near end against the wall so that from this vantage point the President and his party would have an unobstructed view. Opposite us as we entered were the colored serving boys lined up outside the kitchen door.

As we filed into the room Graham Jackson made his appearance. He was a colored Navy Chief Musician who always came from his station in Atlanta to play for the President while he was at Warm Springs. Above his immaculate uniform his round, friendly face shone. He seated himself at the chapel piano, which suddenly looked oddly defenseless (I had been told that after Graham Jackson's appearance it had to be sent away for complete overhauling). His playing, debonair and gay, achieved exactly the right, if unexpected, note. The serving boys straightened with pride, their wrists seeming to ease back up into their sleeves, and we even managed to forget the disquieting presence of the secret service men who stood at strategic places along the wall.

The President entered.

He came in as we had come in, in his wheelchair. There was no playing of *Hail to the Chief*, no warning of any kind. You did not feel that it was the President coming into the room, or even the squire of Hyde Park, but simply a polio in a wheelchair. He smiled, waved his cigaret holder and was wheeled to his table, followed by the members of his party.

After the traditional Thanksgiving Day dinner a huge book cover bearing the title, "The Spirit of Warm Springs," was brought into the room and set up just inside the door so that the entertainers would have to enter through it. Everyone laughed when two physical therapists came in, dancing inside a cloth horse. It was a repeat performance, but still no one could agree on who occupied what part of the horse's anatomy. One of the patients then did a skit with his physical therapist, a satire on supervised walking, and this also was well received.

The high point of the show was a skit involving a skeleton, a Fat Lady and Franklin Roosevelt. The skeleton, borrowed from the doctor's office, was wheeled out on a table stretcher with a cigaret smoking between its teeth. It was meant to represent the condition in which Mr. Botts had arrived at Warm Springs so many years before. Polio had felled Mr. Botts as he stood on the threshold of an operatic career. Hearing that Franklin Roosevelt was convalescing from his attack of polio at the old resort of Warm Springs, he had himself taken there on a stretcher. Mr. Roosevelt had said that he looked like a skeleton when they carried him from the train; and after that Mr. Roosevelt had two patients on his hands because Mr. Botts had already been preceded by the Fat Lady, who had come for the same reason.

The Fat Lady's Story

MR. ROOSEVELT had tried, the Fat Lady said to the skeleton in the skit, he had done his best. But. She shook her head. The man who was destined to live longer in the White House than any American President; the man who was to conceive such daring reforms and stratagems that no one would speak his name without emotion of some kind or other; the spirit behind WPA, the Atlantic Charter, Lend-Lease; he had tried, the Fat Lady explained, but he could not hold both of her feet on the bottom of the pool at the same time so that she could try to stand.

This had been the beginning; these three had formed the nucleus of the Georgia Warm Springs Foundation. The Fat Lady's name was lost in the legend, but Mr. Botts had stayed on to help organize after Mr. Roosevelt had sent out his request for aid.

We could see the President taking notes during the skit. His lined gray face was thoughtful. Mr. Botts himself now appeared. Dressed

CONTINUED ON NEXT PAGE



When the temperature is here ... you need LECTRIC SHAVE

Can cut shaving time in half

• Even on hot, sticky summer days, you can enjoy top performance from your electric shaver with amazing new Lectric Shave. Just spread a few drops of Lectric Shave on your face *before* shaving.

Lectric Shave gets rid of shaver-clogging perspiration, smooths

down skin. It helps you get a closer, longer lasting shave. And you save minutes of shaving time.

FREE SAMPLE—Get Lectric Shave at dealers everywhere—or send name and address to The J. B. Williams Co., Dept. LE-4, Glastonbury, Conn., U. S. A., for generous free bottle. (Offer good in U. S. A. and Canada only.)



"Get cleaner, faster shave—leaves face cool," writes H. Lindquist, Kirkville, Mo.



"Save shaving time when my skin is perspiry," reports G. Weaver, Jr., Orlando, Fla.



MAKES ELECTRIC SHAVING EASIER



Such a happy little guy Sergeant's is the reason why!

He's more fun than a circus! More devoted than a friend! More heart-warming than almost anything else you possess! And so easy to keep content with just the simple care that safe, quick-acting Sergeant's Dog Care Products help you give. 21 of these famous products meet nearly all your dog's common ailments. Every item is the result of scientific research. Each is tested by consulting veterinarians. Each is backed by the vast fund of knowledge Sergeant's has built up in 74 years' service to dog owners. Keep the ones listed below always on hand. Your drug or pet store has them.

FOR FLEAS—Sergeant's SKIP-FLEA® Soap for the bath—Sergeant's SKIP-FLEA Powder dusted on regularly between baths. Both kill and repel fleas.

FOR THAT ITCHING SKIN Irritation sometimes called "summer eczema," soothing Sergeant's Skin Balm brings quick, healing relief.

FOR WORMS . . . which may prove fatal and which infest nearly all puppies and most grown dogs . . . Sergeant's SURE SHOT® Capsules for large dogs—Puppy Capsules for pups and dogs under ten pounds.

FREE: How you can get more fun out of your dog. Advice on feeding, training, care. Get your free copy of Sergeant's Dog Book today—at drug or pet store. Or write Sergeant's, Richmond 20, Va.

© Folk Miller Products Corporation

Sergeant's DOG CARE PRODUCTS





DUE TO NEW "C-L PROCESS"*

No longer need you drink prune juice without having the slightest idea whether its laxativity is half as strong or twice as strong as the juice you had the day before.

Now—in Sunsweet Prune Juice only—every delicious glassful has the same laxative potency. Pure, delicious prune juice, still a 100% natural product!

SAME DELICIOUS FLAVOR!

**SUNSWEET
PRUNE
JUICE**



as prepared and distributed by the makers of
MOTT'S FINE FRUIT PRODUCTS

*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.

PLAGEMANN CONTINUED

in an absurd, ill-fitting woman's dress, a hat with feathers, lipstick on his face, he came out in his chair to sing. What did it matter if he had never sung at the Metropolitan? Now he sang for his friend the President, and the President laughed. His song was *Walter, Walter, Lead Me to the Altar*, and the show ended on the proper note.

Now the President began to speak.

Yes, he remembered those early days. And he had never found anywhere else in the world the same sense of well-being and contentment which he had found at Warm Springs. He had always wanted to come back here. The war had kept him away; the war had kept so many men away from the places they loved most.

Then he spoke of polio. The silence in the room was harsh. In the faces of the able-bodied there was a look of discomfort, as if they had no right to be there. He wanted a great deal of money used for research, the President said.

As he spoke I wondered why, in all the writing about Roosevelt and the discussion about him, there was never anything but a rather oblique reference to his disability. Much of this could be accounted for under the heading of good taste. But was it fair to Franklin Roosevelt to omit a consideration of his polio from any appraisal of the man? Does not a man who has to be carried think differently from a man who walks?

Abruptly the party was over.

As we wheeled our chairs out of the double doors, we passed the President where he had been brought to sit so that he might shake hands with each of us and be introduced by Miss Plastridge, who stood by his side. One of the patients near me summoned up the courage to ask the President how long he would be at Warm Springs.

"Only a few days," he said, responding with his ready smile. "But I am coming back in the spring," he added, "and then I am going to try to stay for two weeks."

Now all the world knows that when Franklin Roosevelt came back in the spring, he came back forever.

My brace arrived. I began by learning to stand in it, with Mrs. Schlosser on one side and Mac on the other. I took a few faltering steps, holding on to both of them. It depressed me to find it so difficult. My left leg would soon be good as new with exercise, but I had not known that the weakness of my hips, only slightly involved, would so completely destroy my feeling of security. Even with my back to a wall, my brace locked at the knee, I would feel brittle and vulnerable, at least 10 feet tall, thinking that if I fell I would shatter on the floor like a tower of blocks. But I practiced with the others; I, too, had my supervised walking. Twice a day I did the length of Georgia Hall, with Mrs. Schlosser holding my belt; and when I finished that I took my turn on the steps.

Christmas came. In my room I reached with shaking fingers for my shining new brace and strapped it to my right leg. Then I wheeled myself into Georgia Hall. The doors of the dining room had already been opened for our early Christmas dinner, and everyone else had gone in. I was glad that I was alone and I began to tremble with eagerness and apprehension.

I wheeled my chair backward to a wall for support and raised myself upward on the chair's arms. I locked my brace at the knee and reached for my new crutches, slung on the back of the chair. Then I kept the promise I had made to myself in Naples. My whole body light with happiness, I walked into the dining room.



PLAGEMANN AND WIFE he married in 1947 stroll at their home in Palisades, N.Y. Using cane and brace, he gets around quite well.



Take soothing
Pepto-Bismol
and feel good again!

PEPTO-BISMOL IS GENTLE. It spreads a soothing, protective coating on irritated stomach and intestinal walls.

1. Helps calm and quiet the upset
2. Helps retard fermentation and formation of gas
3. Helps sweeten and settle the stomach

Ask your druggist for pleasant tasting Pepto-Bismol, for gentle yet fast relief.

A Norwich Product

Norwich

**TAKE THE KIND OF
PICTURES YOU'VE
ALWAYS WANTED!**

Get "How to Make Prize-winning Pictures" at your camera store for only 15c. Or send coins to Graflex, Inc., Dept. 15, Rochester 8, N. Y.



ENJOY
**T-N-T
POPCORN**
all summer long

**Fast Relief For
Hot, Painful Feet**

If you can't get your feet off your mind because they torment you unmercifully—just do this and you'll want to tell everybody about your wonderful experience with Dr. Scholl's Foot Balm. Rub your feet with it for a few minutes. You feel its soothing, nerve-quieting, stimulating effect at once. That fiery, aching, sore, tired feeling from exertion and fatigue is soon gone, forgotten. It is amazing how Dr. Scholl's Foot Balm leaves your feet so relieved, rested, refreshed, relaxed and revitalized so quickly. Get a jar today. At Drug, Shoe, Department Stores, Toilet Goods Counters.

**POISON
IVY**
OAK or SUMAC
Stop itching, dry up
blisters quickly, safely.
59¢ **IVY-DRY**



Going Places

AS A U.S. AIR FORCE OFFICER!

Here is a brief picture of one of the greatest opportunities available to young men today . . . a career as an officer in the U. S. Air Force. The finest possible training and experience await you in a field which offers an unlimited future!



AN EAGLE! When you complete your course as an Aviation Cadet, you have received training valued at \$35,000 automatically become a second lieutenant with a rating of pilot in the U. S. Air Force! Starting pay is \$336 a month . . . with even greater opportunities ahead!



WANT TO TRAVEL? If you're assigned to the B-29s, your dreams will more than come true! The U. S. to Japan is just a training flight. Strange countries, new sights, adventure are yours in abundance . . . and with them, flying experience that can't be matched anywhere!



FIGHTERS READY TO SCRAMBLE! If you're assigned to a jet fighter unit, you'll fly sleek F-80 Shooting Stars, F-84 Thunderjets or the new speed record holder, the F-86! You'll be one of the pioneers in a new kind of flying . . . learning the thrill of perfect teamwork in the air!



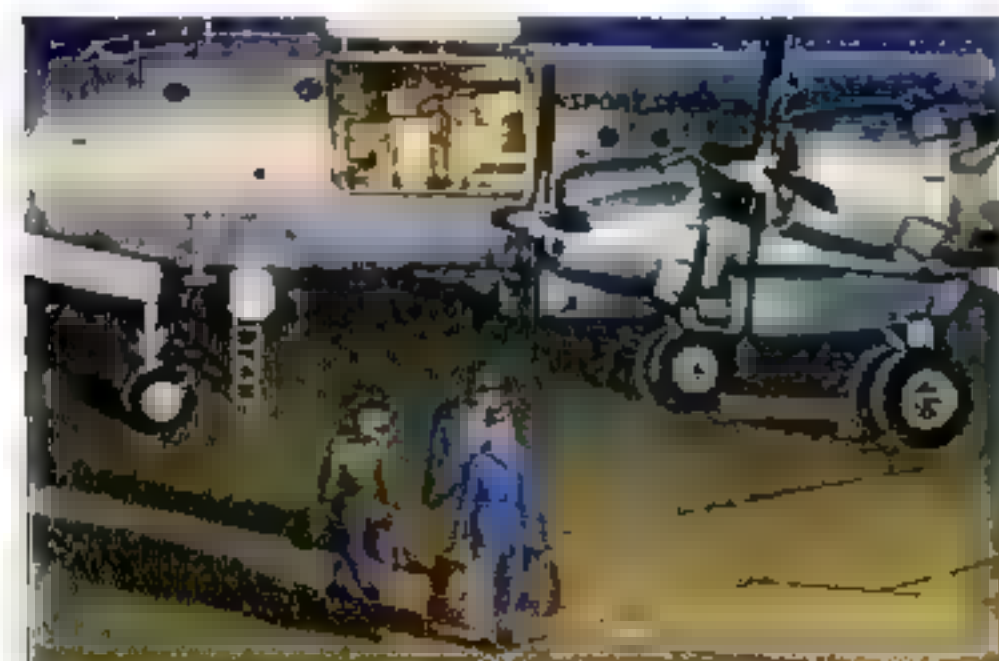
CATS-EYES! Our airborne night fighters have mechanical eyes, which see through thickest fog and darkness. And with your own eyes, you'll enjoy sights unknown to earthlings . . . the breath-taking beauty of the moonlight above the clouds. No other sight quite matches it!



ALL THIS . . . AND A VACATION, TOO! Your work is interesting . . . thrilling . . . but you also get thirty days leave with pay every year! Plenty of time to loll in the sun—take a trip to the mountains—or enjoy a long, leisurely visit with your family or friends. A real vacation!



EXPERIENCE with the world's largest air line may be yours. For MATS, the Military Air Transport Service, operates scheduled flights on routes which girdle the globe. Casablanca, Calcutta, Shanghai, Manila are casual names to pilots assigned to this service.



UNEQUALLED "AIR FREIGHT" EXPERIENCE may also be yours! Hundreds of thousands of tons of air freight are now being moved thousands of miles by big, new cargo planes. New methods are constantly being developed. Another field of aviation with great promise for those who learn it now!



A YOUNG MAN'S ORGANIZATION . . . with great opportunities for "going places" fast. The average age of top Air Force commanders is only 47. Two of them are only 41! In the U. S. Air Force able men move up fast! It offers an interesting, worthwhile future to those who can qualify!

Only the best can be Aviation Cadets

if you can qualify, a valuable aviation education, a brilliant flying career, a thrilling future await you. Inquire at your nearest Air Force Base or U. S. Army and U. S. Air Force Recruiting Station about the possibility of becoming an Aviation Cadet!

WIN YOUR WINGS



U. S. AIR FORCE

For single or married men with two years of college (or who can pass an equivalent examination). Between ages of 20 and 26½. U. S. Citizen. High physical and moral qualifications.

U. S. ARMY AND U. S. AIR FORCE RECRUITING SERVICE



"Wearers of young fashions should note those flags"

says **CLAIRE MCCARDELL** noted New York designer

"The clothes I design are for the young at heart . . . girls and women who are tremendously alive. For them to see how much enriched bread and flour contribute to good health and fitness will be a great surprise . . . as, frankly, it was to me."

It's true—modern enriched bread and all the delicious foods made from enriched flour are thrifty and delicious sources of 6-way nourishment. These six food elements are highly important in any well-balanced diet to keep you looking and feeling your best. So whether you bake at home or buy from your grocer or baker, be sure you get plenty of 6-way nourishment from enriched bread and flour.

WHEAT FLOUR INSTITUTE



Miss McCordell often detaches her guests in her New York apartment with Fan Tan's baking powder biscuits with an original touch. Knead each biscuit dough in a thin sheet; brush with melted butter. Cut in 1" strips. Pile 6 or 7 strips together, cut in 1 1/2" pieces. Bake on end in greased muffin pans.



The nutritional statements in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association

There's 6-way Nourishment in Enriched Bread and Flour

**IF YOU'RE DIETING
TO LOSE WEIGHT...**



Remember that, in a reducing diet, calories are what you want to cut, not essential vitamins and mineral nutrients. Remember about enriched bread that its thiamine, niacin, riboflavin and iron help keep you fit while you're reducing.

TOWN HITS THE JACKPOT

Debt-ridden Marksville, La. uses slot machines to collect revenue—now taxes are cut in half

In the little town of Marksville (pop. 5,000), metropolis of Avoyelles Parish in a farming region of central Louisiana, municipal affairs were in a sorry mess. The treasury was empty, streets and sewers in poor repair, police protection at a larkadaisical low. The town was \$5,000 in debt and saw no way to get out. Then three years ago a reform ticket of ex-GIs swept the entrenched town administration out of office and looked around for a way to finance their promised reforms. New Mayor D. M. Riddle Jr. borrowed an idea that has kept many a U.S. country club off the rocks: why not put slot machines to work and collect their take for the town treasury?

Although there is an anti-gambling law in Louisiana, its enforcement is left to local option. Buying the 30 slot machines that had been operating in the town's restaurants and taverns and arranging a 60-40 split with the merchants, Marksville went into the gambling business. Today the town owns 70 slot machines, has taken in \$75,000 from them and is raking in the nickels, dimes and quarters at the rate of \$30,000 a year.

The ethics of the matter are still being debated in English and in classic French, the parish's second language, and the *Marksville Weekly News* suspects that the mechanical tax collectors are only an illusory blessing to the community. But nobody can deny that the busy slot machines have paid handsomely. Taxes have been cut in half. Marksville has a new \$25,000 city hall (right), four miles of new sidewalks, an airport site, improved streets and sewers, no public debt and cash in the bank. It has also started a financing fad: several other Louisiana towns have started using slot machines.



MAYOR (SECOND FROM LEFT) AND COUNCILMEN STAND OUTSIDE NEW CITY HALL



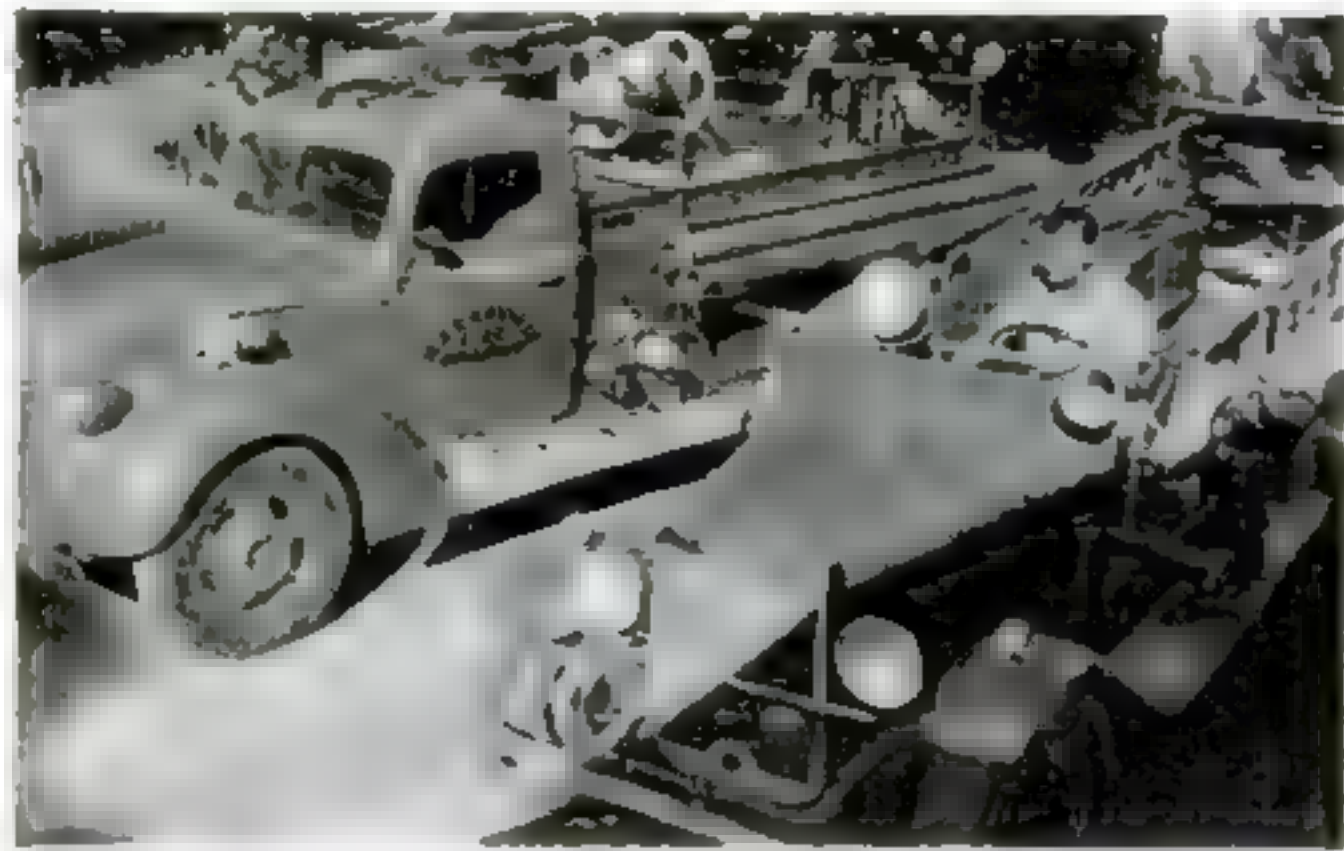
THE WEEK'S TAKE from one slot machine in a tavern is dumped into a counting device by Police Chief Winton Bordelon in the presence of two police officers. City

Manager Ray J. Quartemont (second from left) and Proprietor Teska Moreau. This hard-working machine collected \$94.75, of which the town got \$56.82 as its 60% share.

THIS IS WHAT THE TOWN HAS WON



THE NEW CITY HALL WAS BUILT ENTIRELY WITH SLOT-MACHINE MONEY



IT ALSO PAID FOR THE TOWN FIRE DEPARTMENT'S NEW \$2,300 TRUCK



IT FINANCED PURCHASE OF A REPAIR TRUCK, GRADER, DITCH MOWER



IT PROVIDED THE \$1,500 FOR THIS CAR FOR TOWN'S POLICE FORCE



SLOT MACHINES' MOST POPULAR CONTRIBUTION: SUPPORT FOR LIBRARY

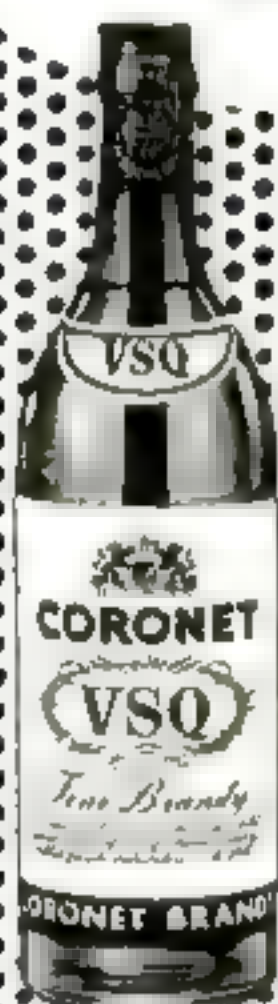
America's
largest-selling
brandy...

CORONET

brandy

makes
the lighter
highball

makes
your favorite
cocktail!



California Grape Brandy 84 proof. Brandy Distillers
Corp., 350 Fifth Avenue, New York 1, New York

BEST PEN VALUE

for school,
home, office

WITH YOUR CHOICE
OF POINT:

Extra Fine
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Flexible Fine
Medium
Broad

only \$1

By
America's Largest
Fountain Pen
Manufacturer

WEAREVER
PENNANT PEN

At leading chain, drug,
stationery and department stores
DAVID KAHN, Inc., North Bergen, N. J.

Successful Parties
In Hot Weather



No party casualties when you
serve plenty of Richardson's
Mints. They satisfy each little
tummy's craving for sweets long
before ever indulge in ice

U-ALL-NO

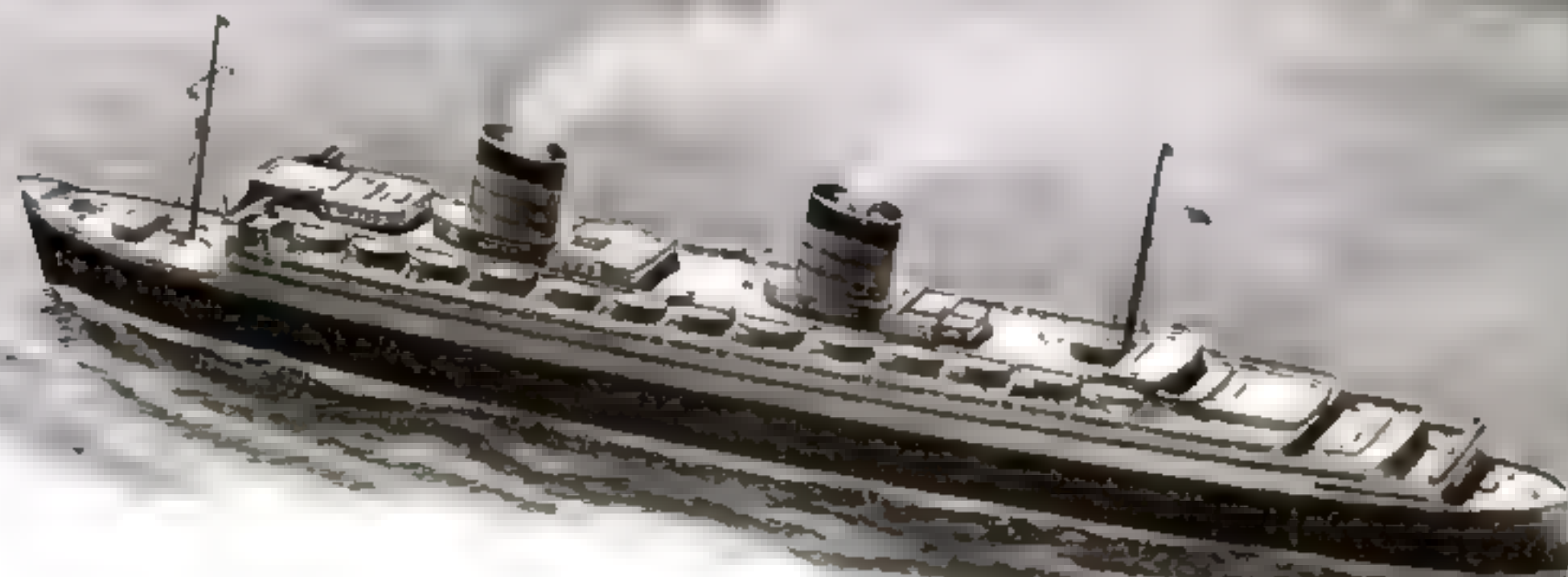
Richardson's
AFTER MINT



10¢

NEVER SOLD IN BULK

Thos. D. Richardson Co., Phila. 34, U.S.A.



A PERFECT AUTUMN VACATION

FREQUENT CUNARD SAILINGS

invite you to enjoy a visit to

Britain, France, the Continent in the Fall

A visit to Britain and the Continent in Autumn is an unforgettable experience—so different, so utterly enjoyable. The summer crowds are gone... interesting events fill the Autumn calendar... you visit museums, churches, historic places in comfort and become a part of the normal pattern of life in the countries visited.

Autumn brings available accommodations on Cunard White Star sailings... permitting you to plan a delightful "Indian Summer" crossing of the Atlantic... enjoying the superb comfort and traditionally fine service that lend the last full measure of satisfaction to a holiday voyage.

Particular attention is directed to the Britannic, Media and Parthia all of which sail to Liverpool, gateway to the scenic loveliness of England and to Scotland with its glorious highlands and lakes, history and romance immortalized by Robert Burns.

The Media and Parthia are one class ships and the Britannic—which also stops at Cobh, Ireland—carries First Class and Tourist Class passengers.

The British tradition distinguishes
CUNARD WHITE STAR



QUEEN ELIZABETH • QUEEN MARY • MAURETANIA • CARONIA

BRITANNIC • MEDIA • PARTHIA





MOTHER AND DAUGHTER KOSHETZ ARE QUEENLY PAIR

Life Visits "Mama" Koshetz

An ex-diva's California household is full of music, food, horseplay

Everything about Nina ("Mama") Koshetz is lavish and hearty. Once acclaimed as one of Russia's greatest sopranos, she sang for the czar and was toasted all over Europe. Now in her 50s, she has given up concert singing for her two other loves: teaching and eating. Mama lives at Laguna Beach, Calif. with her husband, her poodle and a constant swarm of visiting musical celebrities.

Her household abounds with shrieked Russian insults, the yipping of her vocal pupils, bursts of gay Slavic laughter and the jovial clink of vodka glasses. Mama weighs more than 300 pounds and loves to make jokes about it. She is always being teased by her pretty daughter and star pupil, Marina, who is a good soprano herself and has a movie contract with M-G-M. But after Marina is through calling Mama a shmoo or the spitting image of the Taj Mahal, she says with sincere admiration, "Mama is truly wonderful. She's all of one piece. And what a piece!"



MAMA COACHES Marina at rehearsal in Hollywood Bowl, where she was soloist on recent all Russian program.



WATER FIGHT in Laguna pool has Mama and daughter Marina cavorting like a whale and porpoise. Marina

(top) pursues mama with a mouthful of water, squirts it in her face (middle) and suddenly gets it back (bottom)



PARK & TILFORD
Fine Whiskies Since 1840

PARK & TILFORD "RESERVE" 62 1/2% GRAIN NEUTRAL SPIRITS 86 PROOF
 PARK & TILFORD "PRIVATE STOCK" 86 PROOF • PARK & TILFORD DISTILLERS, INC., NEW YORK

Mama Koshetz CONTINUED

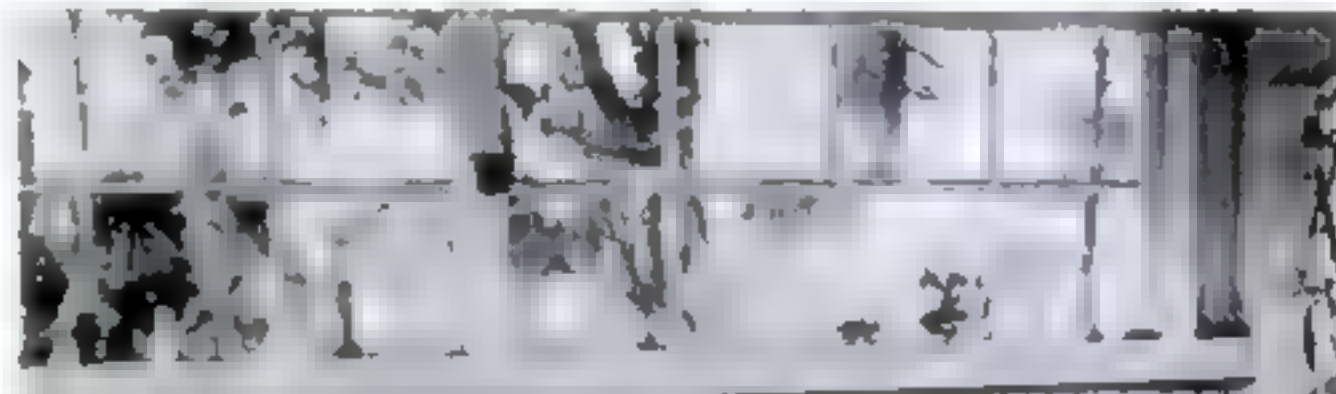
HER HOUSE TEEMS WITH COMPANY



BARBECUE DINNERS with Russian meat balls are a big event in Mama's backyard. At right is her second husband, Gabriel Leonoff, also a voice teacher.



WHILE DAUGHTER SINGS, Mama accompanies her beneath portrait of Mama at her career's peak in 1929. Relaxed guest is Conductor Artur Rodzinski



GUEST HEDDA HOPPER is so carried away by Russian meat pie and musical atmosphere that she starts bellowing *The Volga Boatman*. Mama winces.

CONTINUED ON PAGE 111

**MEN AND BOYS: TRY THE COMFORT
OF CARTER'S TRIGS**



SHIRTS
TO MATCH



**MAN,
WHAT A FIT!**

Knit to fit, Carter's Trigs hold their shape, help hold yours, too. There's plenty of coverage in the no-seam seat. The waist and cuff elastic keeps its "snap".

**BOY,
WHAT A FEELING!**

You'll *always* be comfortable. No bunching, no binding, no riding up. Carter's Boys' Trigs are made exactly like Dad's.



**MOM,
WHAT A FAVOR!**

You'll do a triple favor when you buy Carter's Trigs for Dad and Son. They'll like Trigs' comfort — you'll like Trigs' easy washing — no ironing!



Carter's **TRIGS**

BRIEFS, MID-LENGTHS AND LONGS... ATHLETIC AND T-SHIRTS... AND SUITS

FOR MEN AND BOYS

Needham Heights 94, Mass.

Bostonians

*because quality is
there for extra wear!*



Cordovan Strato-Moc

*Smooth, sleek cordovan in a
rich, deep shade. No leather takes
and holds a better polish.
Correctly designed in a roomy
Bostonian moc-front. Right for
campus or anywhere!
Bostonians start at \$13.95*

Bostonians

of Whitman Massachusetts

Mama Koshetz CONTINUED

HER ANTICS KID A PRIMA DONNA



"ALL FOR ME?" cries Mama, kidding the postconcert appetite of a prima donna barging into a reception and spying a feast of ham, blintzes and pickles.



"WAS I REALLY SO GOOD?" coos Mama with flip of her hand, taking off the manners of a singer who has been extravagantly flattered for her warbling.



"WHO—HER?" says Mama with gesture which makes it quite clear how she regards a rival prima donna whom somebody has been rash enough to praise.



Come over on the **Sunny Brook** side!



Enjoy the whiskey that's "Cheerful as its Name"



One good round deserves another
—so join me in a round of good
Old Sunny Brook!

This grand-tasting Kentucky whiskey is always
up to par—rich, smooth and satisfying. It's a
champion at any golf club.

I'd say it was a champion anywhere! Where
else can you find a whiskey that tastes
as good, except "on the Sunny Brook side!"



**KENTUCKY
WHISKEY—
A BLEND**



LOOK FOR
THIS WATCHMAN
ON EVERY BOTTLE

NATIONAL DISTILLERS PRODUCTS CORPORATION • NEW YORK, N. Y. • 93 PROOF • 65% GRAIN NEUTRAL SPIRITS

Always Buy CHESTERFIELD

"You'll like Chesterfields'
Milder Better Taste, too -
It's MY cigarette"

Yvonne De Carlo

Starring in
"CALAMITY JANE and SAM BASS"

*A Universal-International Picture
Color by Technicolor*

PROMINENT TOBACCO FARMERS SMOKE CHESTERFIELD

"Chesterfield is my cigarette because they suit me better.
They're made of the best mild, ripe tobacco. I know, because
that's the kind they buy from me."



Pearsall L. Rogers
MULLINS, S. C.



... THE BEST
CIGARETTE FOR YOU
TO SMOKE